

# THE READER'S DIGEST



THIRTY-ONE ARTICLES EACH MONTH  
FROM LEADING MAGAZINES • EACH  
ARTICLE OF ENDURING VALUE AND  
INTEREST, IN CONDENSED AND  
COMPACT FORM

FEBRUARY 1922

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# The Reader's Digest

*The Little Magazine*

Vol. 1

FEBRUARY 1922

No. 1

## A Word of Thanks

The Reader's Digest has been made possible by you, and by other charter subscribers who have responded during the past four months to a letter telling of our proposed plan.

In behalf, not only of ourselves, but of all those who have felt that the fulfillment of our plan would fill a very general need, we thank you. Without your advance support—and that of other charter subscribers—this magazine could not have materialized.

We believe you will find The Reader's Digest of even greater value and interest than you had anticipated. These features will no doubt appeal particularly:

1. *Thirty-one articles each month—"one a day"—condensed from leading periodicals.*
2. *Each article of enduring value and interest—today, next month, or a year hence; such articles as one talks about and wishes to remember.*
3. *Compact form; easy to carry in the pocket and to keep for permanent reference.*
4. *A most convenient means of "keeping one's information account open"—of reading stimulating articles on a wide variety of subjects.*

LILA BELL ACHESON.

# Remarkable Remarks

*From The Independent and The Weekly Review*

**HELEN HOWLAND**—From the day on which she tips the scales at 140 the chief excitement of a woman's life consists in spotting women who are fatter than she is.

**ED HOWE**—The flavor of frying bacon beats orange blossoms.

**JOHN GALSORTHY**—The French cook; we open tins.

**MARIA MORAVSKY**—Nothing spoils friendship so much as an exaggeration of a friend's merits

**HERBERT L. HOOVER**—We have but one police force, the American woman.

**GLENN BUCK**—Truth struggles in strange places and often slumbers even in a joke.

**M. CLEMENCEAU**—All that I know I learned after I was thirty.

**LINA CAVALIERI**—That birdlike lightness of the body is a sure sign we are at our best.

**REV. B. C. PRESTON**—A woman is as old as she looks. A man is old when he stops looking.

**E. H. HOWE**—Remember the week day and keep it busy.

**DOUGLAS MALLOCK**—The biggest liar in the world is They Say.

**LADY DUFF-GORDON**—The sartorial artist no less than the sculptor, the painter, and the musician, dreams of creations that will awaken a response in the soul of the world.

**S. WILBUR CORMAN**—Most of us say we dislike flattery—all of us fib in saying it.

**JOHN WANAMAKER**—A real good smile and a hearty handshake cost but a minute.

**ED HOWE**—I often wonder what sort of a woman I would have made.

**ETHEL BARRYMORE**—Women love men for wanting to be mothered.

**MARIAN WEINSTEIN**—American men are love slackers.

**J. OGDEN ARMOUR**—The hard thing is to overcome riches and be human.

**JOHN D. ROCKEFELLER**—Boys nowadays take advice and then do as they please.

**FATHER H. B. TIERNEY**—Get acquainted with your neighbor; you might like him.

**CHARLES REZNIKOFF**—The fingers of your thoughts are molding your face ceaselessly.

**HOMER RODEHEAVER**—One cigaret will kill a cat.

**BILLY SUNDAY**—Try praising your wife, even if it does frighten her at first.

**W. A. EVANS, M.D.**—The policy of going corsetless promises a longer continuance of good figure.

**JOSEPH COLLOMB**—Be limp if you want your sleep to be placid; emulate the dishrag.

**WALTER DILL SCOTT**—Once people were driven—now they are inspired.

**DR. GEORGE E. VINCENT**—A society for the prevention of the obvious remark would fill a city block.

**THE DUKE OF MANCHESTER**—I believe that the energy expended by a society woman in society in one year is enough to lift Buckingham Palace nine and a quarter inches off the ground and hold it there forty-three seconds.

**HERBERT N. CASSON**—No sensible, normal person has ever yet analyzed himself for the benefit of the human race.



# How to Keep Young Mentally

Condensed extracts from *The American Magazine*

MARY B. MULLETT

Alexander Graham Bell gives his rule for self-education, which, he says, is a life-long process. It applies to everyone and is the mind's "Fountain of Youth."

ALEXANDER GRAHAM BELL, the famous scientist and inventor, will be seventy-five years old in March. Yet an intimate acquaintance said, "The most remarkable thing about Doctor Bell is that he is younger, in mind, than most men of half his age. Mentally, he seems to have discovered a Fountain of Youth, which keeps him perennially alert and vigorous."

I repeated to a very able and highly educated man Doctor Bell's ideas on how to study and to learn. This man said with emphasis:

"If anyone would follow that plan consistently, he would learn more than he would get through any college education. It is the best rule for everybody, at any age, and in any walk of life, that I have ever heard."

"The education of the mind," said Doctor Bell, "is, after all, not a mere question of remembering facts which someone else gives us. The mind should conduct its own education to a larger extent. And it cannot do this unless it thinks for itself. A mind that does not reason is comparatively useless."

"I have given the subject of self-education a great deal of thought and have evolved what you might call a 'Rule of Three' in regard to it. The rule is simply this: 'Observe! Remember! Compare!'"

"First, observe concrete facts; then use the memory of these facts to compare them, and to note their likenesses and differences."

"Think that over, and you will see that it is the way in which all knowledge is gained. The successful business man is the one who has observed,

remembered, and compared the facts of business. All the achievements of science have come from doing these three things. The extent to which *anyone* does them will measure the extent of his education and of his ability to continue to educate himself.

"The very first essential of any real education is to observe. Without that you have no material out of which to manufacture knowledge. Remember what you have observed. Compare the facts you have observed; and you will find yourself thinking out conclusions. These conclusions are real knowledge; and they are your own."

"That was what made John Burroughs a great naturalist, Morgan a great financier, Napoleon a great general. It is the foundation of all education. And the wonderful thing about it is that gaining an education in this way is not a penance, but a delight."

"As an illustration: What is a detective story, if it is not a record of observing, remembering and comparing facts—and of then drawing conclusions? Practically all of us enjoy reading these books, because, while we read, we ourselves are all the time observing, remembering, comparing, and trying to draw the correct conclusion."

"We can pursue knowledge in just the same way, and can have even more pleasure doing it. The great advantage in pursuing knowledge is that we may capture something that will contribute to the welfare of the world."

"In any case we enrich ourselves; we open new windows through which to behold interesting things. Did you ever look up a word in the dictionary without gaining more than the one definition you were seeking? I never do. I have the same sort of an experience when I start out with a fact, or an idea."

"We cannot perform the simplest act without having some principle of

science brought into play. And there is nothing of more enthralling interest than to study these simple acts and to try to learn something from them.

"In dealing with children, the main essential is not to tell them things, but to encourage them to find out things for themselves. Ask them questions, but leave them to find out the answer. If they arrive at the wrong answer, do not tell them they are mistaken; and do not give them the right answer. Ask them other questions, which will show them their mistake, and so make them push their inquiry further.

"For example: Suppose you wanted to teach a child about moisture and condensation. You could state to him that there are minute particles of water vapor in the air exhaled from the lungs, and that this water vapor will be condensed under certain conditions. In other words you give him a general conclusion which other people have arrived at and ask him to memorize it.

"Now suppose you tell him nothing, but simply ask him to breathe into a glass tumbler. He sees the moisture on the glass. Ask him where it came from. Have him breathe against the outside of the tumbler. Have him try the experiment with a glass that is hot and with one that is ice cold. Have him try it with other surfaces. And don't do his thinking for him. Make him observe what takes place, stimulating him to remember the different results he observes, and, by comparing them, to arrive at conclusions.

"I believe that self-education is a life-long affair. It comes, naturally and inevitably, through using the mind in the three ways I have pointed out. And I may add that following this 'Rule of Three' seems to be the greatest factor in keeping the mind young and active. There cannot be mental atrophy in any person who continues to observe, to remember what he observes, and to seek answers for his unceasing hows and whys about things."

## Sid Says

*An extract from an editorial in The American Magazine accompanying the above article*

THE observing part of the process is the hardest. That is what you must do to get material for knowledge. To collect it you must read, study, look about you, ask questions. Some people do it—most don't. Most people stop collecting information and start to peddle it. It takes humility to ask questions. It is more satisfying to the vanity to hand out information. Yet the most remarkable men in the world are eternal collectors of facts. Roosevelt was. So was Lincoln. So is Edison. A friend of mine has just returned from visiting Lloyd George. He went with the idea of interviewing him. He returned with the report that Lloyd George nearly wore him out with his eagerness to find out certain things.

Lord Northcliffe, the famous English publisher, is another of the world's greatest listeners. Probably no man on earth has had more interesting experiences than he. No man could have a better excuse for doing all the talking. But he doesn't. He gets you to tell him what you know.

# Prison Facts

From *The Atlantic Monthly*

FRANK TANNENBAUM

Only that part of the article dealing with current disciplinary methods is condensed below.

1. Flogging is not yet out of date.
2. Making men "good" through solitary confinement.
3. Iron cage to fit the human form.
4. Surprises in a "model" prison.

THIS item appeared in the *Detroit News* of January 27, 1920: "The warden explained to the committee how the flogging apparatus is worked. The man to be flogged is blindfolded, handcuffed, and shackled at the ankles. Then he is stretched out on a long ladder. His back is bared and a piece of stout linen cloth is placed over the bare spot. The instrument used in the paddling is a heavy, pliable strap about four inches in width. The prison physician holds the pulse of the man being flogged and gives the signal for the flogger to stop."

The article goes on to detail three different cases of flogging. We quote only the first. "A boy 21 years old, seven months after being sent from the insane asylum, was given 181 lashes and kept in the dungeon during the flogging for nine days and fed on bread and water. He was sentenced for having assaulted a guard, and for other offenses, none of them serious. November 4 he received 40 lashes; November 5, 35 lashes; November 6, 26 lashes; November 9, 40 lashes; November 13, 40 lashes. Total, 181 lashes."

The Jackson prison to which this item refers is possibly among the first half-dozen least objectionable prisons in the United States. I have seen seventy of them. The quotation shows what happens even in those prisons

which are least antiquarian. This does not mean that all prisons have whipping. A large number still do, but old methods of punishment are still prevalent in practically all prisons.

2. There is hardly a prison where solitary confinement is not practised. In some cases solitary confinement is for a few months, in some cases for a few years; and in not a few there is such a thing as permanent solitary. I recall four men in solitary cells in one prison—put away there permanently. They were not allowed to exercise. They were not allowed to talk; they had no reading matter; they could not smoke.

3. Practically all prisons use dark cells, where men are kept on bread and water. In about ninety per cent of prisons this punishment is added to by handcuffing the man to the wall or to the bars of the door ten to twelve hours each day that he is in punishment—the time varying from a few days to more than two weeks. In some institutions the handcuffs have been abolished and replaced by an iron cage made to fit the human form—usually so "snug" that the prisoner has to stand straight up in the cage. He cannot bend his knees, he cannot lean against the bars, he cannot turn around, his hands are held tight against the sides of his body, and he stands straight, for a full day, on a little bread and water.

In one state prison I found an underground punishment cell. It was hardly high enough for a good-sized man to sit up in. It was an absolutely pitch-black hole—long, narrow, damp, unventilated, dirty. The warden said, "When I put a man in there, I keep him thirty days." Let the reader imagine what that means to human flesh and blood.

4. For the last ten years a certain prison has been famous as one of the great reform prisons of the country. The state in which this prison is situated was one of the first in the coun-

try to undertake to build roads with convict labor, without guards. Here, at least, I expected to find a model prison. The first thing that I saw as I entered the prison yard was a strange and unbelievable thing. Nine men kept going round in a circle, wheeling wheelbarrows, while a heavy chain dangled from each man's ankle. In each wheelbarrow was a heavy iron ball attached to the chain. In the center stood a guard; and the men kept circling about him all day long, wheeling the iron ball in their barrows, their bodies bent over, their faces sullen, their feet dragging. They did that for ninety days each. At night they carried the ball to their cells, and in the morning they carried it to the dining-room. For three months this iron ball and chain stayed riveted about their ankles—I suppose, from the warden's point of view, one of the ways of making "bad" men "good."

There, too, I found all the other characteristics of the average prison—and in addition, a hired colored man to do the whipping when that was called for—as no one else could be got to do it. This negro was never permitted in the prison yard for fear that the men might kill him. The

report that I sent to the National Committee on Prisons and Prison Labor, for which I was traveling, reads as follows:

I have just visited the famous reform prison at C— and this is what I found:

Nine men going around a circle, wheeling ball and chain.

Whipping post, with special colored man to do the task.

Dark cells.

Solitary.

Men handcuffed to the doors.

Bread and water.

No work for the men.

In addition to loss of privileges and good time, which is usual as a means of discipline.

A traveling prison chaplain had visited the institution the Sunday before I came, and made a speech to the men. In beginning his speech he remarked upon the world-fame of the warden and upon the good fortune of the men for being under such humane treatment. Some of the men hissed. For that the moving picture machine had been torn out from its place in the chapel and the men were to be deprived of their weekly prison "movie." I was told also that Sunday yard-privileges had been rescinded. One of the guards remarked, "We will show them (the prisoners) that this can be a real prison."

Judging a person through dress, through health and energy, through voice, and by his actions, will be discussed in the March issue.

# Story of the Premature Peace Report

ARTHUR HORNBLow, JR.

*Summarized from The Century Magazine*

The inside story of how that historic occurrence came to pass, told probably for the first time, by one of the few persons acquainted with the facts. Mr. Hornblow, a lawyer in New York City, was, at the time of the armistice, army intelligence officer at Brest.

**I**T is important to bear in mind that although Brest is the despatching-point of all messages to the States, no message of importance could pass by its local censor that had not been approved by the Paris censors.

On November 7 we were visited by Roy W. Howard, president of the United Press News Association. He asked to meet Admiral Henry B. Wilson, commander of the American navy in French waters. On our way to naval headquarters we read the bulletin of Brest's daily newspaper, "La Depeche," and saw that the Germans had evinced a desire to quit. Oddly enough a rumor was around to the effect that an armistice had already been signed.

Apart from our own signal lines, there were only two ways of communicating by telegraph between Paris and Brest. One was the public telegraph service; the other, the private wire of "La Depeche." Correspondents sending their communications through to be cabled to the States from Brest had to wait their turn along with the public, a matter usually of several hours. But the United Press had scored a brilliant "beat" by getting the consent of "La Depeche" to share its special wire, thereby being able to gain the cables ahead of its competitors.

A United Press communication from Paris would first pass through the necessary censorship, then it would be put on the private "La Depeche" wire and sent to Brest. It is

highly important to note that the receiving instrument in "La Depeche" office was of the ticker-tape variety, typewriting its own messages on paper ribbon. When the United Press communications were ticked off in "La Depeche" office by the sending operator in Paris, the tape recording the message was sent to the cable office. Long practice had accustomed the Brest cable censors to recognize these United Press messages, and, in view of their having already been censored in Paris, to accord them prompt transmission without further censoring. This fact had great bearing on what is to follow.

At about 4:30, I heard loud shouting. Shortly afterward the report reached me that official news had been given out at naval headquarters to the effect that the armistice had been signed.

At four o'clock Howard had met Admiral Wilson. The admiral had just received an official telegram signed by Commander Jackson of Admiral Wilson's office in Paris, stating that the armistice had been signed at 11 A. M. and that all hostilities had ceased. It was incredible that the message might be fallacious.

Howard did what any other skilled newspaperman would have done in similar circumstances. He had the biggest news beat in history! Admiral Wilson expressed his willingness that Howard should use the report.

Howard desired a typewritten message so that there would be no possible misreading by the French cable operator. By a coincidence, the telegraph editor of "La Depeche" typed out Howard's message, and used his own telegraph instrument to do so, it being possible to type on the ribbon with the local telegraph key as well as with the transmitting-key in Paris.

Then tearing off the tape, the obliging Frenchman pasted it as usual on a telegraphic form and lo! the message looked exactly as though it had been transmitted from Paris, as were

all other United Press messages, and had been censored there!

It was this unintended strategy of Howard's that enabled him to get his cable past the local censors. And in New York the censor, justifiably concluding that the Brest censor would not have passed so important a piece of news unless it had been first passed by the Paris censor, fell victim to the same fluke; and the damage was done.

It is an extraordinary fact that probably, in view of the above facts, Roy W. Howard was the only man in the world who *could* have sent the message at all. As president of the United Press and in close touch with "La Depeche," he possessed both the authority and the machinery to "put the thing across." That he was actually in Brest on that day and in consultation with Admiral Wilson is a coincidence that staggers the imagination.

The following morning, Admiral Wilson, every inch the gentleman, took upon his own shoulders complete responsibility for Howard's fateful cable. In the admiral's statement, he did not even make mention of the official whose signature was affixed to the erroneous communication from Paris.... After the war, Admiral Wilson was placed in command of the Atlantic fleet, and just recently has been made commandant of the Naval Academy at Annapolis.

It is said that the wire signed by Commander Jackson was based on in-

formation telephoned to the American embassy by a person who purported to be speaking officially from the French Ministry of War. Subsequent investigation showed that no one at the ministry had called the embassy that day.

It is my belief that the report was the work of one or more secret agents of the German Espionage Corps. It will be recalled that, on the morning of November 7, enemy plenipotentiaries were on their way to sue for an armistice. From a psychological, and German, point of view the best possible way of making the public *want* an armistice would be to tell them that there *was* an armistice, and let them taste of the joy that would naturally await upon the news. Other parts of France received the rumor, *before* Admiral Wilson's receipt of the message from Paris. London had it. Holland had it, which is strongly suggestive of enemy espionage effort.

Thus it would appear that an organized attempt was made to make the Allied nations cherish an armistice which, though not yet existent, was within easy reach if the people wanted it.

Who knows but what a still fight-hearted American people might not have cried loudly for "On to Berlin!" had not the sweet branch of the olive-tree been placed prematurely in their hands and found to be much, very much, to their liking?

Knowledge is not a gift. It must be sought. The Reader's Digest brings it to you in most accessible form.

# Untying the Apron Strings

Condensed from *Woman's Home Companion*

**MONTANYE PERRY**

1. Courageous mothers of today.
2. A parade that was different.
3. Seeing the world before twenty.
4. "Wait until you are older."
5. Boys aid city, state and nation.

**I**T takes courage to be a parent these days. The things that the boy of today does are the things that a couple of generations ago were undertaken only after long counsel, with prayers offered for guidance and safety. The parent who lets his boy go adventuring is a brave being. But the son is on the way to becoming a man.

From the all-day hike to the overnight outing is a distinct step in the boy's (and the mother's!) training. When a woman has once got to the point of falling tranquilly to sleep without dreaming of Willie's being eaten by bears or stricken with pneumonia, the worst is over for her. Also, for Willie. In a little while she is actually heaving a sigh of relief as she packs Willie off for the Boy Scout camp.

The instinct for exploration and achievement bubbles strongest in the boy's heart when he reaches his teens. It can be stifled, but the civilization of the world and the progress of her nations have been built when it flourished. The American mother is wise and courageous; she herself is untying the apron strings, instead of waiting for them to be jerked asunder by impatient, resentful hands.

2. New York had one parade that was different. Three hundred Boy Scout delegates from every state in the Union were on their way to the International Boy Scout Convention in London. They had been chosen because of their high records in

Scouting, to take part in the greatest gathering of boys that the world has ever known. All of the boys were under nineteen, fifteen per cent of them sixteen or under.

3. There are 20 Boy Scout camps in the Palisades Interstate Park, where each summer 5000 boys live under canvas, and receive valuable training. The U. S. Merchant Marine and Navy father the Sea Scout Department of the Boy Scouts of America. The Scouts in this branch may be located on a mountain peak but they erect masts, spread sails, learn how to knot and splice, and cook, and scrub decks. Their leaders are careful men, and whether the Sea Scout experience leads to a good berth on an ocean liner or merely satisfies the natural longing to sail the deep there are definite results in character and development.

Texas recently picked by examinations, 150 of her farm boys and sent them on a tour of inspiration of 4000 miles through the best farming sections of the United States. Farms, farm machinery, methods of farming, highways, marketing facilities, schools, recreation centers, community enterprises, all came in for critical inspection.

The Junior Achievement Bureau has a work that stretches over ten states, with headquarters at Springfield, Massachusetts. Here, each September, come the proud winners of Junior Achievement medals for gardening, poultry tending, dairying, sheep and pig raising, every branch of farm work. The town dweller is in the program, with medals for shoe making and repairing, dyeing, weaving, carpentry, boat building. They live two weeks under canvas, where their work is put on exhibition to be admired by thousands of visitors; where they may enter interstate competitions, may feel the thrill of being out in the world, doing their share in its work.



5-1

Wherever one goes nowadays these young travelers spring up, under the guidance of a school principal or a club leader. At the Grand Canyon we came upon five Boy Scouts from New York who had won high honors in nature study. The Far-Western Travelers' Association had invited them, paying their expenses. Three Texas boys, winners in a stock-judging contest will attend the Royal Live Stock Show at Derby, England.

4. Yes, boys are alike in their instincts, but parents differ in their method of developing or stifling natural impulses. Not all of them know it's a scientific fact that a human instinct cannot be stifled at a time when it naturally crops out, then revived later. "Wait till you are older," some parents say, and when the child is older he doesn't want to or can't. A mental attribute can be stunted or killed, just as surely as a physical one.

We know a boy who was never allowed to climb on anything during

the period when kiddies just naturally climb on everything. Today that boy can't occupy a front balcony seat in a theatre, because his head swims. He cannot mount a stepladder, nor walk the gang plank of a steamer, nor go down a fire escape. A billion-dollar baby, when a full grown boy, stepped out in the street alone for the first time, and was instantly struck and killed by a car.

5. The U. S. Bureau of Markets depends upon radio amateurs, mostly in their teens, to receive its daily market reports by wireless, and distribute this information to the farmers. The City of New York asks boy wireless operators within range of its police radio station to receive the daily reports of stolen automobiles and give them to local police departments. Boys in Pennsylvania have joined the state's fire-fighting forces to save the forests, by organizing companies of axmen, rakers, and water carriers.

"When a man stops learning he stops living."  
Knowledge means power; the well-informed man is  
the strong man. Consider the informational value of  
The Reader's Digest in the course of a year.



# What Do You Know?

*The Edison Questionnaire—Its Aim, Its Results, and Its Significance.  
An Interview with Edison by the Editor of the Scientific American.  
Condensed Extracts from the Scientific American*

Why Thomas A. Edison selects men for executive positions who make the best showing in answering a list of questions on all sorts of subjects. Mr. Edison makes the unqualified statement that the results have justified this unusual mode of selection.

1. The first requisite for executives.
2. Where the colleges fall down.
3. Do you believe these things?

**P**SYCHOLOGISTS today are vastly concerned with finding the right man for the job and the right job for the man. Procedure for the selection of executive workers is still chaotic, still leads to no definitely satisfactory results. Yet the loss that may be caused by a weak executive is quite without limit. And it is harder to locate a weakness in the executive force than one in the shop.

Mr. Edison says: "When I call upon one of my men for a decision, I want it right away. When his department calls upon him for a decision, it wants it right away. It isn't convenient to wait for an indeterminate period for an executive to look up data, when he might have had the pertinent facts right in his head.

"On this ground it seemed to me that the very first thing an executive must have is a fine memory. I asked myself if I had ever heard of a high-class executive who lacked this qualification. I hadn't; and you haven't.

So I determined that I should test candidates for executive positions by learning what I could about their memories.

"Don't misunderstand me. Of course it does not follow that a man with a fine memory is necessarily a fine executive. But if he has the memory he has the first qualification, and if he hasn't, he lacks the first qualification and nothing else matters. Even if after passing the memory test he turns out to be a failure and has to go, much expense will have been saved by the immediate elimination of all candidates who lack the first requisite of memory.

"The only way I know to test a man's memory is to find out how much he has remembered and how much he has forgotten. Of course I don't care directly whether a man knows the capital of Nevada, or the source of mahogany, or the location of Timbuctoo, or who Kit Carson was. If he ever knew these things and doesn't know them now, the assumption is that he will forget something else that has direct bearing on his job.

"Every moment of your life from the time you were old enough to perceive things at all, facts and more facts have been sifting into your mind through the things you see and the things you hear and above all through the things you read—millions of facts which have come into your mind through your every contact with the world ought still to be there. They stay under surface until you call for them—then if you have a good memory you find them popping right out.

"Of course if I ask you 150 questions at random, I am going to strike some low spots in your knowledge. I am going to ask you some things you have never known at all. No two persons have precisely the same background of facts. But I do not expect anybody to answer every one of my questions. They are selected with the thought that they shall deal with things taught in schools and colleges—facts to which we have all been exposed during the course of our education and by our ordinary reading. Their subject matter is of no importance. It is not at all a matter of whether a man has been sufficiently interested in the facts to retain them deliberately; it merely is a question of whether he possesses the automatic memory that retains them anyhow.

2. "If I had a man in my employ who was right only half the time, or a little more than half the time, he wouldn't last long. But our schools consistently and persistently give passing grades to students who are right a bare 60 per cent of the time. I consider this a disgraceful procedure. In the good old days when a student had to be right practically all the time or take a caning and occupy a position of general disgrace, the school and college produced far better results. I consider that a man who

makes a grade of 50 in one of my tests has scored a total failure. Anybody who is not an imbecile ought to answer half my questions.

"If our schools would stiffen their standards, and find a means of holding the intellectually lazy average student of the present day to these stiffened standards, we should find, I think, that the system of learning to-day and forgetting tomorrow would go out of fashion. If the set, formal examination was given less prominence I should think that would help too. A student must be of low calibre indeed if, with printed text and written notes before him, he cannot cram enough facts into his head and keep them there long enough to get past the examination."

3. Ninety per cent of the college men who apply for employment in the Edison industries believe these things—and other things of equal absurdity: that Lord Kelvin discovered the compass; that Archimedes was the Egyptian king who built the great pyramid; that the capital of Maine is Bengal; that the reason you can't boil eggs on the summit of Pike's Peak is that the proximity of the sun makes it too hot; that the cause of the moon's phases is the tides; that blackberries grow on trees; that the chief city of Newfoundland is Nova Scotia.



# Whatever Is New for Women Is Wrong

*Digested from The Ladies' Home Journal*

**EDNA KENTON**

Outcries that have been raised during the past century as woman has achieved each new step of her independence.

1. Kindergartens and baby-carriages.
2. Conventions.
3. Riding habits.
4. Women physicians.
5. Education.
6. Unaccompanied women.
7. Baby shows.
8. New dances.
9. Women acrobats. Apartment houses. Women ushers.
10. Women's photographs.

CURRENT opinion classed the first kindergarten with all those innovations that have tended to destroy the home and woman's morality. They "snatched the babe from the mother's breast," thus "weakening maternal love." Hardly less dangerous were the first perambulators in 1850. "Since it is easier to wheel a child than to carry it, what will prevent a mother from wandering from home many hours every day?" asked the *Lady's Newspaper*.

2. When the first Women's Rights convention was held in 1848, the *Albany Register* said "unsexed women." "Wild women," remarked the *Saturday Review*. The convention in 1852 was "The Tom-foolery Convention." "The Shrieking Sisterhood" was another phrase, widely used.

In 1874 the *Queen* said: "Out of 100 Englishmen, 99 refuse to allow their womenkind to belong to a ladies' club," as being in their minds too mixed up with female suffrage, lady doctors and other too liberal opinions. By 1890 restaurants as well as clubs for women abounded everywhere.

3. As far back as 1732 the *Spectator* spoke of "masculine females" when women began to ride in regulation habits.

4. Female "doctresses" were new, therefore condemned.

"A woman may give her leisure to literature, but let her once set her foot within the pale of professional life, and she is practically unsexed," said the *Queen* in 1860. Again, ten years later, speaking of insurgent women demanding admittance to the professions, "It is certainly time to condemn every step taken toward the individualization of women lest their children become the gamins of the gutters." "He-girls," shrieked the journals of the seventies of young women seeking co-education. "Manly women," screamed the journals of the eighties, when the shortened skirt and shirt waist and women's athletics began to be.

The change was "unsexing" for women in 1790, when obstetrics began to pass under the control of male physicians and away from women tenders. And in 1860, when women sought admission to the medical schools to take back obstetrics, the demand was heralded as the most "vulgar," "impudent," "unsexed," one ever made by women.

5. A woman of the eighteenth and early nineteenth century, bereft of husband and desirous of not starving to death, could sew, teach for almost nothing a year, or slave in kitchens and in a few mines and factories—nothing else. But women were beginning to read and write, and those mannish females who could spell and pronounce three and four syllable words were "apes of men." By 1750 the "Ladies' Revival of Learning" was infuriating men; women—women! were preparing to write books. "Warlike women, learned women, and women who are politicians abandon the circle which nature has traced about their sex, and convert themselves into men." Danc-

ing, walking, drawing, the harp and sewing were genteel, womanly ways of wasting time. Gardening for women was ever feminine.

Your mother is well-grounded in the classics but beyond that she never reached. But her father in 1850 was outraged by her indecent demands for education and co-education only less bitterly than your father was shamed to the depths by your sister's "un-sexed" insistence on a medical or professional career. What are women coming to? Well, they are coming closer to life with every generation of them since 1700.

6. In 1860 the New York *Herald* said: "Thirty years ago it was thought unsafe for a lady to visit a public place in the daytime. Now they wish to go to the theater alone at night. Several women in New York whose social position secured them from criticism have already taken the freedom of attending the theater alone." And as late as 1882 the *Queen* was still remarking: "A generation ago it was not proper and hardly possible for young ladies of good repute to walk alone in the streets of London. The modern girl scouts the idea of dangers to be concealed from her, of dark places in life which she is not allowed to penetrate. A curious state of things, but one which has to be accepted whether we like it or not."

The *Queen* said hopelessly in 1894, "The Ideal is now a strong, athletic, breezy womanhood, which has no tenderness and no reserve—which talks slang and smokes—which is out in all weathers and all day long, which hunts, fishes, shoots, cycles, goes to its club, gives dinners to its male friends and is something of a boy itself with its comrades. It has no fears, no sense of shyness. To it a man and woman are interchangeable

terms, what one does, the other may do also."

In 1890 *The Nation* said: "One would naturally expect that these bold innovators would have to go through a long period of probation. But no such thing has taken place. The sweet girl graduates have quietly glided in among us and become familiar figures, they seem to find lovers and husbands in the ordinary course of nature, and among men who are not looked upon as visionary or eccentric."

7. Better babies, the slogan of the decade! with baby shows and a "Baby Week." But when baby shows were new, in the fifties and sixties, the periodicals trembled over the "outrageous," "appalling," and "degrading" idea. "Such exhibition are degrading as they are certainly disagreeable, if not disgusting."

8. Modern dances are in disrepute. Those who first did the "turkey trot" were depraved beings, and conservatives sighed for the discarded waltz, forgetting that the waltz when new was not considered nice—nor were the "modern" and therefore "scandalous" dances of 1860.

9. There was excitement over "lady acrobats" in 1870; over the first suggestion of co-operative homes and kitchens and "flats" in 1873; over women ushers in theaters in 1884—"men are quicker, find the seats sooner."

10. *Harper's Bazar* was sternly criticized in the late sixties for "exposing women's faces in public prints."

And so most of the old bogies, tested out, disappear, and new ones take their place. But today, as in 1700, the home and marriage and the child and female delicacy are still in imminent danger, and, as in every decade, "are endangered as never before."

# The Difficulty of Being Unsuspected

*Condensed from "Point of View" Department, Scribner's Magazine*

**F**OR people to live a life which has the appearance of being blameless, bland and innocent is certainly becoming more difficult all the time. A man who casts languishing glances at a glass of lemonade is suspected of knowing something of the mysteries of copper kettles and stone crocks. A woman who wears her skirts below her knees is considered to have been treated unfairly by nature. The idea of the ulterior motive is becoming irritatingly prevalent. There's an opinion that everyone is using all his wit to make a trade or deal of some kind. This one may be shrewd in disguising his design; that one's motive may be immediately apparent. Everyone is considered as a trader.

Because of this commercialized view of life, all of us have become suspicious characters. When we receive a kindly invitation, we wonder what social game is afoot; when your old and tried family physician suddenly discovers that you have appendicitis, you cannot avoid speculating meanly that his car is badly in

need of a new set of tires. And the moment we meet a new acquaintance this process of appraisal begins. In very short order we try to have every one ticketed, docketed; we are fore-arming ourselves because we are suspicious.

A suspicion of the ulterior motive is robbing us of many of the simple enjoyments of life. If, on a cool autumn day, a wife kisses her husband with gratifying zeal, we begin to wonder if her last year's set of furs is not just a little too shabby to go through another winter; and if a husband phones in a most serious tone that he is detained at the office, his wife's mind instantaneously sniffs the approach, at midnight, of a clove-alloyed breath. The fact is, we are terribly suspicious of our loved ones, of our neighbors, and perhaps of ourselves. I wish it were easier to be unsuspected. Yet this game is one that all of us are playing; and the pain we experience from being suspected is perhaps compensated by our pleasure in suspecting.

If you enjoy—and you will—"To bore or Not to Bore" (page 51) you will also like, "The Art of Opening a Conversation" and "How we talk" to appear in the March issue.

## "Rich as Croesus"

ROGER W. BABSON

*Financial Authority and Statistician*

*Condensed from "Great Fortunes of History," in The Mentor*

The expression, "rich as Croesus," is common enough, but do you have any idea of how wealthy this ancient king was?

**I**N every period of human history we find one or several supremely rich men. The first of all these colossal millionaires was Croesus, King of Lydia in the sixth century, B. C.

The extent of Croesus' wealth may be estimated by his gifts to foreign temples. His gifts to the temple of Delphi was a pyramid of 117 bricks surmounted by a lion; the four top bricks of pure gold and weighing over 400 pounds apiece. The other bricks were of an alloy,—three parts silver to seven parts gold. The lion was of pure gold and weighed about 800 pounds. The value of the pyramid in gold and silver alone was \$3,500,000; and, adding 15% for the work of the artists, amounted to over \$4,000,000. Roughly, the purchasing power of money in the sixth century B. C. was twenty times what it is in 1921.

Therefore, the modern equivalent of the gift would be \$80,000,000.

In addition to bricks and lion, there were two enormous bowls, each containing 5,400 gallons; one of solid gold, and the other of silver; and the golden image of a woman. Also Croesus sent many vases of gold and silver, and 360 adorned bowls, each of solid gold and weighing one pound, and a present of \$13 to every man in Delphi. The ceremony of gift was accompanied by the sacrifice of 3,000 head of each of the different animals used in worship. Summed up, the \$10,000,000 which Croesus devoted to expressing his esteem for the city of Delphi did a work that would call for \$200,000,000 today.

Croesus must also have been good to his family connections. A distant relative wished to give \$24,000,000 in gold to Xerxes as a gift. "My lands, estates, slaves, and income-bearing properties," he said, "are still untouched. This sum is simply cash on hand that has not yet been invested."

The equivalent of half a billion not yet drawing interest!

The Reader's Digest is all cream; concentrated articles of exceptional interest and enduring value.

# Watch Your Dog and Be Wise!

ALBERT PAYSON TERHUNE

Mr. Terhune is well known as the author of "Lad—a Dog," "Bruce," and other delightful stories about dogs. Few writers have portrayed collies as cleverly as has this author. (E. P. Dutton and Co., New York.)

1. A dog's wonderful faithfulness.
2. An example of normal living.
3. The high chivalry of dogs.
4. Why "mad" dogs leave home.
5. Dogs more adaptable than humans.

**I**F Solomon could seriously commend the Ant to his people as a tutor, then no one need be ashamed to take a course of instruction from the dog.

Your dog is stretched in front of the fire, after a tiring day. An ice-cold rain is sluicing down outside. You are going out to some house to which you cannot well take your dog. The dog is up and eager to go with you, out into the storm. You forbid him to go, and he is crestfallen, miserable. He is unhappy because he cannot leave comfort and ease, and fare forth into the rain for the bliss of your society.

The door, perhaps, is opened a few moments after your departure. There is a joyous scamper of feet, and your dog is capering wildly after you. You scold him and order him back home. And, twice out of three times, you will find him waiting for you, shamefacedly yet hopefully, at the next turn of the road.

He follows you unbidden and unwanted, into the storm, and incurs a sharp scolding and risk of a beating—wholly and solely for the rapture of being somewhere near you. Where else can you look for so selfless an instance of love and comradeship?

Man can take a lifelong lesson in this sincerest and warmest flattery of perpetual companionship, from any mongrel pup that has accepted him as master. And religious devotees can take similar lessons in perpetual adoration and in loving obedience to their deity. This in no shadow of irreverence. For, if we should all serve our God as the best of our dogs serve us, the date for the Millennium could be set.

2. Your dog will not eat, except when he is hungry. He will not drink unless he is thirsty. He will not gorge himself. He leaves off when he has had enough. How many humans can equal that? Your dog may eat, once, something that makes him miserably sick. But he will let that form of food severely alone, henceforth and forever. He has not the human wisdom to tackle the same fare again and again, on the brilliant theory that perhaps this time it may not disagree with him.

When the dog's stomach is out of sorts, he won't eat; without paying ten dollars to a gastric specialist to be told to "go light on eating for a day or two."

When dogs have anything to do, they do it with all their vigor and will. But when there is nothing to do, they lie down and rest. They do not fritter away their strength and their nerves, needlessly, like humans. If you let your dog get all the exercise he needs and give him a normally healthful diet, he will keep himself in such physical trim as not one human in fifty has the wit to do.

3. At times when a male and a female dog are romping together, the barrier breaks down between frolic and anger. The female, in a rage, may snap fiercely at the male. Were another male to attack him thus there would be a furious dogfight at once. Yet not one of the male dogs will attack a female; or so much as defend himself against the female's onslaught. It is a little humiliating—



is it not,—to realize that the lowest dog has higher chivalry than has the lowest man? The police courts are full of wife beaters. But where is there an authentic case of a grown male dog attacking the female of his species?

4. Do you know why so few "mad" dogs are found in their master's homes? When a dog feels so-called "rabies" or other forms of madness coming on him, he escapes from home, if he can. And he puts as much distance as possible between him and the people he loves, before the biting mania shall have deprived him of power to distinguish between his gods and strangers. A thousand authentic instances prove this.

It is the same way when he feels death coming on. He tries, with his last vestige of strength, to crawl away somewhere; to take himself out of the lives of those he loves and to burden them no more. All this points to a Spartan pluck and to an acme of unselfishness which few humans could bring themselves to copy. If the dog is going to become a menace or a nuisance to anyone, he is not going to inflict those he loves.

5. Perhaps in his adaptability, can a dog set you the most striking example. Bring him to a strange house

occupied by a family whose mode of life is totally different from anything to which he has been accustomed. In unbelievably short time, he is a member of the household, adapting himself to its thousand peculiarities, learning by instinct its customs and ways.

We humans—some of us—are orderly and well-behaved. Why? Because, from babyhood to maturity, the utmost pains have been taken, at home and in school, to hammer these law-abiding qualities into our minds. How about your dogs? At best, we spend a brief time in teaching them one or two laws, and leave them to master the rest for themselves. How many children would learn the lessons of life and of school, if taught as carelessly and stupidly as most of us teach our dogs; and if these lessons were punctuated by kick and blow and oath? Given one-tenth the chance that is afforded a human, a dog can be taught anything within the grasp of the canine mind, in half the time and with twice the thoroughness that the average child can master it. And he will remember it much longer.

Of course there are worthless dogs. But given any sort of a start and a decent environment, your dog can set you a glowing example in adaptability and in discipline, and in clean, and unselfish and normal living.

Few of us are fortunate enough to have the time to add fresh material of interest to our minds each day. Yet, after all, that is the chief "secret" of conversational charm—to have something to talk about. A reservoir that is constantly tapped must have a source of supply—or go dry. The same is true of the mind. Think of the satisfaction of reading thirty-one really worth while articles each month without spending hours searching for them.



# Henry Ford, Dreamer and Worker

*Extracts from Review of Reviews*

JUDSON C. WELLIVER

1. When farmers work 20 days a year.
2. Fertilizers in Ford's industrial revolution.
3. Ford to teach railroad efficiency.
4. A prediction—coal burned underground.
5. Ford's school for boys. His hospital.
6. Solution of gasoline shortage.
7. "The most needed public reform."

ON my place we farm 5000 acres with about 20 days of real work a year. That's the way all farming will be done some day. Farmers will put in the rest of their time at useful and necessary tasks. They will make collars and shirts; build better homes, more schoolhouses, read and write books, ride in motor cars, and see the world, and learn how to run it right. The world has begun to tire of the old wasteful way of production and consumption. The changes are going to bring people a chance to live, to develop their real possibilities, to create a greater civilization. England produced less than a quarter of annual food requirements before the war. In its last year they produced, it has been said, three quarters of their food.

"One of the London papers the other day told of a synthetic milk, with the soy bean as its basis, as good as real milk, and healthier. All the domestic animals on farms will be swept out of existence before long. The horses eat their heads off. Meat? Go to Battle Creek and they'll feed you a beefsteak that will satisfy you that never saw a cow. The proper elements, properly proportioned, will make the same food, if produced scientifically, as if

half the world had drudged to get them."

2. Recently Mr. Ford made a definite offer to the Government for the unfinished but immense water-power and nitrate plant at Muscle Shoals, Alabama. The motor car made the farmer ready for the tractor (Mr. Ford has spent \$40,000,000 getting ready to sell a million tractors a year). But if domestic animals were too rapidly done away with, the problem of fertilization would presently become acute. Here Muscle Shoals and nitrates become the obvious next step in the Ford industrial revolution. If Mr. Ford and Mr. Edison can produce nitrates in quantities at much reduced prices, as they confidently expect, there is little doubt that their attention will turn to getting commercial potash from the deposits in various parts of the country, and from the Pacific Ocean kelp. The Germans' monopoly of potash has caused world-wide search for other supplies.

3. Over a year ago Mr. Ford bought the Detroit, Toledo and Iron-ton Railroad, primarily to get better terminals for his plant. But railroad transportation is included in his program of industrial advance. He is experimenting, feeling his way, and is learning. "The pioneers built railroads, not to provide transportation, but to make money out of promotion and construction. Some railroads were built to sell; little more than blackmailing projects. There was over-capitalization, gambling and manipulating of securities; an era of huge consolidations for the sake of increasing the volume of securities, rather than to reduce costs and better service. This brought the bankers to the top in railroad control. Railroad control was transferred to downtown New York, instead of being conducted from proper operating headquarters where the business was going on. Too little real transportation management. The operation of the roads is left to executives whose real concern is to

hold their jobs at high salaries. I think as good a thing as could happen to the railroads would be for somebody to take a single system and run it right." It is inferred that this is what Mr. Ford intends to do with his railroad.

"A banking group which controls railroads also dominates concerns that build cars and locomotives. It doesn't make any difference whether the cars and locomotives are the best; they are the ones the railroads must buy. The bankers control the iron and steel industries and want to sell as much as possible. So the railroads buy the type of cars they are now using, which are about as bad as possible. The average freight car weighs three times as much—contains three times as much steel as it ought. That means an almost unbelievable waste. You ought to see the work we are doing in studying locomotive construction and car building. We have taken a lot of locomotives to pieces to find out how they are built, what they will and what they won't do, what they ought to do and how to make them do it."

Mr. Ford has built one steam locomotive—a pigmy beside the ordinary American locomotive. It reminds one of the tiny locomotives on British railroads, behind which one may ride from London to Plymouth, 220 miles, without a stop, faster than any American train makes a run of similar length. "A motor-cycle cop on a machine perhaps one-tenth as heavy as an automobile comes up from behind and arrests you for speeding. We'll find out how to do it with light construction on the railroads."

4. "Electricity is the coming power. There is no more sense in digging coal as we now do, than in mining the soil by our rudimentary farming methods. I predict that in a time not far off, we will not think of using coal for fuel. Hundreds of things, from gas to dyes, are made from coal, and the time will come when we won't even dig it out of the ground; we will burn it under ground, extract its elements, and bring them to the surface."

5. Of all Mr. Ford's enterprises, he is most interested in his school for boys—his own idea. Some 500 boys have scholarships—boys who though of school age must support themselves. They divide time between books, lectures and real work in the factory. Every boy is paid more than he could get anywhere else. Mr. Ford is training men for the "designing board"—men who can see the thing before it is made.

Next to the school in his affections stands the \$5,000,000 Ford hospital, built after an exhaustive study of the best hospitals, with plenty of Ford ideas included. The Mayo Brothers pronounce it "the best hospital."

6. Mr. Ford was asked, "But when you have motorized the world—and the petroleum runs out?" "An acre of potatoes will produce alcohol to plow it with tractors for 100 years. Before the war in Germany they produced a gallon of potato alcohol for nine cents. That's easy. Better fuel than gasoline, too."

7. "Supreme court judges should be paid as much as the President. Make them so independent that you can get the best men, and then get them to give the best in them. That's the most needed public reform."

Mr. Ford, last winter, in a few weeks, when the country was filled with rumors that he was being squeezed and might put out a \$75,000,000 bond issue, fooled the prophets by raising \$87,000,000 from his own resources, without borrowing a cent.

About 80,000 people are directly in Ford employ, aside from agents and garage owners. There are 35 plants about the country, 22 of which make some parts, set up cars and distribute. Mr. Ford owns his own iron and coal mines, the coal shipped over his own railroad; the ore in chartered boats that will presently be Ford-owned. Mr. Ford has a \$5,000,000 tractor plant in Cork, Ireland; at Manchester, England 75 per cent. of the parts of cars are made. There are three assembling plants in Europe; two in South America. Ford is everywhere.

# Love—Luxury or Necessity?

*Condensed from the Delineator*

**KATHARINE ANTHONY**

Don't make the mistake of thinking that you can get along without romance.

1. A lesson in human nature.
2. The parental example.
3. Why call the world heartless?
4. Love—a matter of learning.
5. Men have emotional needs.
6. Love a therapeutic agency.

**H**E who takes love into his tent takes trouble." No one will doubt that this is true; but an empty tent is not always an easy one to make. Any one who is strong-minded enough to choose independence and solitude is often deemed lucky by those who have chosen the more turbulent life. But to be really emancipated from love or the need of loving is to be abnormal.

No one really thrives in a wholly institutionalized environment or in a purely intellectual career. This truth might have been deduced long ago from the observation of babies, from whom much can be learned about human nature. The need is not a temporary one; it begins in infancy and continues throughout life. The most materialistic science in the world, that of medicine has been forced to admit that the human baby must be loved in order to live. He has fewer chances to survive in the sterilized ward than in a germey tenement house. The baby needs personal affection more than anything else. He must be "mothered" by a mother who is all his own. A baby thus deprived is likely to perish from sheer emotional starvation, or else grow up into a pathetically distorted soul—a source of anxiety to everybody.

2. The love-impulse later under-

goes an evolutionary growth, but it does not vanish. The baby is a creature that must be loved rather than a creature capable of loving. To develop this second ability, he needs to live in an atmosphere in which this mature kind of love is practised. If his parents failed to chew, to walk or to speak, he would probably be backward in the acquisition of these arts. If his parents fail completely to furnish him with the example of love, he is desperately off. He may see the neighbors walk, and talk, and chew; but the subtle art of generous affection is usually demonstrated best in private, before one's own family.

3. To imagine that the activities of the independent and self-sufficient woman of today have emancipated her from the simple emotional necessities of life is to make a mistake which may in the long run be costly. If she would save her soul, she must choose both love and work and find the means to reconcile them.

Nobody can live wholly in his job. Too many persons are trying to do so. They think they can dispense with intimate relationships and get along with the casual personal contacts of the job and the club. How much better if we admit our need of love and affection and then try to build up these relationships in the full light of self-knowledge. Personal attachments are necessary. Why call the world heartless if we have never looked for hearts in the only place where they occur—in the individual human bosom?

Love is not merely the plaything of romantic dispositions; it belongs in the practical view of life. Love is a necessity, not a luxury. Henry Drummond uttered a profound truth when he said: "It is the deliberate verdict of the Lord Jesus that it is better not to live than not to love." People are willing to accept this as an impersonal truth—to admire at a distance, not to apply in the rough-and-tumble of everyday living.

4. The bride does not scold the groceryman; but after she has begun to quarrel with her husband, let the groceryman be half an hour late and he may meet a very angry woman. This is a fact that every one will recognize. But, says some one, the beneficent effect of love is true enough for those who are fortunate enough to find it on their way; the trouble is that not every one is so lucky. Here lies a fundamental misconception. Love is not so much a matter of luck as a matter of learning. D. H. Lawrence writes: "Love is something to be learned through centuries of patient effort." But we can learn a good deal, provided that we understand from the start that the thing is learnable.

5. There is a current superstition that men have no emotional needs, that only the feminine temperament hungers for affection. If the brother of the modern woman can be thus emancipated, why not she? The false idea that strength of character and force of will are based on sterility of the affections and aridity of the emotions still stubbornly prevails. Yet it is no more true about men than it is about women; a heartless man is just as abnormal as a heartless woman.

6. Love is the greatest therapeutic agency in the world. Is the greatest corrective of the exaggerated eccentricities of character. As it helps to prevent many kinds of mental disease, it also helps to cure them. The different kinds of neuroses are practically divided into curable and incurable according to whether the unhappy victim can be reached through his affections or not. The mentally sick person is wrapped up in himself.

The reason why love is regarded as a luxury and not as a necessity is that people apply to it the criterion of expense.

It means sacrifice,—a personal tax in every way—and for what? Merely to produce a well balanced personality; for the importance of love is demonstrated more by the disasters which follow upon its absence than by the things which happen when it takes its normal place in life. Like many other vital necessities we are scarcely conscious of its presence, but let it once cease and the personality falls into disintegration. Love is not cheap, but we must choose to pay the cost, for life demands at least that much heroism from all of us.

"The Woman Who Should Marry" will appear in the next issue, a "most exquisitely daring summing-up of the aims and destinies of women. Every woman will be interested in this article, for in it she will find either her justification or her condemnation."

# Time Telling—Past, Present and Future

*Digested from The House Beautiful*

EARL E. WHITEHORNE

1. Guessing the time a century ago.
2. Correct time a modern need.
3. How Uruguay regulates her clocks.
4. Correct time by wire.

IT is hard to believe, when we look back, how times have changed in the matter of time itself. A hundred or two hundred years ago a watch was a rich man's bauble, and clocks were not only few and far between, but not over accurate, and often set by the sun according to the owner's guess. The people of the world sighted the sun by some traditional land mark and determined when it was noon. On the big estates there were sun-dials, and when the day was cloudy or the rain came down, everybody hearkened to his appetite, or, at home, took the word of the old-time clock with its wooden works.

2. The use, the need, and the dependence upon correct time is essentially a modern condition. In the old days there were no trains to meet. Men rode or drove their horses and arrived when weather and travel permitted. There was no rush from place to place, as in the present day. If our ancestors could see how the present generation wears itself out in service to the clock, surely they would wag their heads in wonderment and derision.

But the funny part of it is that with all our dependence upon time, we have never, until just now, devised

a way to keep everyone's time alike. We all know how, whenever three or four persons compare the time, it is rare if there is not a divergence of at least ten or fifteen minutes in their watches.

Before the war the telephone companies were so burdened with calls asking central for the time that this courtesy had to be discontinued.

3. Everywhere in the Republic of Uruguay there is a winking of the electric lights at eight o'clock each evening—an official time flash to signal the correct time to the public. It is universal because electric lighting is a government monopoly. It is a wonderful convenience. No one appreciates the annoyance that it saves until he has experienced the novel comfort of knowing that his watch is right and in agreement with the rest.

Standard time has for many years been indicated by governments by an official time-ball, which is hoisted to the top of a staff and released to drop at noon. It happens each day in Washington, and has long been telegraphed throughout the country as standard time. More recently, time has been sent out broad cast from the United States Naval Observatory in Washington by wireless.

The idea of flashing standard time to every home over the electric service has already been instituted in Schenectady, New York. I believe that ultimately it will become a universal custom; a little thoughtful, friendly service by the company. It is not as simple as it sounds, however, for a modern generating station and its distributing system is a complicated affair.

4. The electric clock is an interesting innovation, for it means virtually taking our clocks and throwing away the works, and, by installing a tiny electric motor inside, to turn the hands around the dial, put an end to all the winding, with assurance of what practically amounts to perpetual accuracy. This system is already operating in some thirty-odd cities in the United States. It is simplicity itself and made possible by the fact that, in most of our cities, electricity is delivered to the consumer in the form of alternating current, with sixty cycles as the standard. Just a word of explanation will make this clear.

There are two kinds of electricity used in electric lighting—direct current and alternating current. The direct current flows along the wire in a continuous stream just as water flows through a pipe. Ninety per cent. of the electricity that is generated for light and power service, however, is alternating current, which flows first in one direction and then in the other, reversing its direction with great rapidity, usually one hundred and twenty times to the second, or making sixty cycles, as it is expressed.

It is to the interest of the power company to regulate these alternations as accurately as possible, for their own benefit in the effect on reading instruments and for the benefit of large consumers of certain classes, and in the past there has been a variance of only, say, two cycles. A device now makes it possible to regulate these alternations absolutely, so that there will be exactly sixty cycles. A little motor may be used that will turn in exact accord with the alternations of the current and turning to that scale it needs only a dial and a pair of hands to become a clock.

Wherever there is a lamp socket or plug receptacle, an electric clock may be connected and will keep time to the pulsing of electricity. It need never be wound. It requires no regulation.

It is an interesting prospect—a public service of correct time flashed to all the people wherever they may be at eight o'clock each evening, by the winking of all the electric lights, plus a private service of correct time provided by electric clocks which anyone may purchase at no more cost than for a good clock that we buy today, but which will maintain accurate time for your household perpetually.



# The Philippines Inside Out

*Extracts from Asia, The American Magazine on the Orient*

GERTRAUDE EMERSON

1. Attitude of Filipinos toward independence.
2. The Philippines virtually self-governed.
3. Health conditions under native administration.
4. Recent retrogression of the judiciary.

FOR twenty-two years the United States has been peacefully administering the Islands more liberally than any other foreign power has ever administered its colonial possessions. And we have maintained from the start that our object was not absorption or exploitation, but training for eventual government. Today the Filipinos maintain that the time has come for the United States to redeem its promises.

"But you are practically independent," reasons the cautious parent.

"We want independence," shout the Filipinos.

"You are ungrateful," argues the slightly exasperated parent. "We have given you schools and sanitation and the American flag."

"We want independence," shout the Filipinos.

"But you will probably get a green-apple stomach-ache, because after all you don't know how to take care of yourself. Or Japan may gobble you up. It isn't what a few of you on top want, but what is best for all of you."

"We want independence."

"Do you, then, want actual separation from the United States, complete, irrevocable?"

"Well, no," comes the typically equivocal oriental reply. "We want you to protect us."

"On what practical basis?"

No answer. *Curtain.*

There is another argument on the American side, but it is seldom brought forward so bluntly. Some of us, probably a small but strong minority, are coming to believe that in the twentieth century race for the China trade, we must have a real base along the route. Shall we give up our strategic position in the Philippines and let others get ahead of us? Why not come out once and for all, say these people, and announce that we intend to keep the Philippines.

But it is fact and not theory that is wanted. To begin with, what is the actual condition of government in the Island today? Is it stable? General Wood says: "Stable government is a government under which capital seeks investment at normal rates of interest."

2. Americans in the Islands as a body believe the Filipinized government a disastrous failure. Practically all the Filipino press, on the other hand, assert that perfection in government now exists in the Islands.

In July, 1920 there were 582 Americans in Philippine government service, and 12,561 Filipinos. Out of the 582 Americans, 325 are teachers and of the remaining number less than a dozen hold offices of any real power. The Filipinos possess all the tools of self-government. One scarcely ever hears the United States mentioned, so small a part does it play in the actual administration of Philippine affairs.

3. Judging from data obtained from governmental bureaus, I believe is impossible to evade the truth of the fact that in the conduct of their government the Filipinos have retrogressed in nearly every department since the days of American administration under Mr. Forbes.

Questions of public health are of first importance. The number of



deaths from smallpox had been reduced from 10,000 in 1904 to less than 1,000 in 1912, the last year of Mr. Forbes's administration; in 1919, there were 45,000 deaths from smallpox. Deaths from cholera in 1919 amounted to 18,000, whereas, starting with the appalling figure of 77,000 in 1902, this disease had been completely stamped out in 1912. In 1902 tuberculosis constituted 9 per cent of the total mortality. Lately it has been found to constitute over 21 per cent. The infant mortality rate is 231 per thousand for the provinces (213 for Manila). In Japan, Australia and in our country, respectively, 170 and 50 and 70 babies die annually for every thousand born.

On the whole, rather a condemning record so far as public health is concerned. It is quite true that a number of new hospitals have been opened, that free clinics and treatment in the schools have been inaugurated, that new wells and waterworks have been established for purifying the water, but whereas most of this work was organized by Americans, the Filipinos in following out the same lines have been unable to maintain an equal standard. Where new wells have been sunk, many of the old ones have been allowed to become contaminated. In Manila the street drains have long needed attention. One of the evil results is that the mosquito pest, said to have been well under control, has once more reached the stage of occupying space on the front pages of newspapers. Among the hospitals which I visited, one was sadly lacking in the most essential medical supplies, and another one was so obviously under ignorant supervision that even the layman could recognize its inefficiency at a glance.

At present there is but a solitary American left in the College of Medicine at the University of the Philippines, and but three or four in the

entire Health Service. It is the deterioration in personnel, the absence of responsible, scientifically trained, self-sacrificing men, that stamps the Philippine Health Service of today.

4. So far as the administration of justice is concerned, I have been told by those who ought to know that it is practically paralyzed. At the close of the Forbes administration in 1913 the courts throughout the Islands were up with their dockets. The total number of undisposed cases in the courts of first instance alone at the end of the fiscal year 1929, amounted to 23,836. Business men complain that cases not infrequently hang over for years before they are finally settled. Of course there is a resultant laxity in the individual sense of responsibility. The consensus is that justice doesn't work at all. Discriminating verdicts and refusal to prosecute persons in high place have been all too common.

The judiciary, even if experienced and honest, would have been intolerably hampered by the passage of various laws affecting judicial procedure. An act adopted in 1914 legislated out of existence every judge of a court of first instance, and required, according to a later provision, that, under the new appointments, a judge of first instance should vacate his office at the age of sixty-five. Another recent act decrees that no judge of a court of first instance may serve in any one district more than five years and further provides that the reassignment of judges shall be by drawing of lots. It has been argued that this will prevent channels of graft and bribery from being established, but if it is really necessary to legislate against the dishonesty of all the judges of the courts of first instance in the Philippine Islands, as well as the dishonesty of the officials, then from the judicial point of view conditions are in a bad way in the Philippines.



# What Kind of a Husband Are You?

*Digested from Pictorial Review*

**MONTANYE FERRY**

1. The hunt for husband's things.
2. Somebody must pick it up.
3. "Being polite to wife's friends."
4. A word on personal appearance.
5. The treadmill of home duties.

**W**HY can't he ever find his things," sighed one wife, to which the reply was made, "I can tell you why he can't find anything in his own house, even if it's right under his nose. It's because he's a man."

Whereupon another lady asked, "Did you ever try calling your husband up at his office when you knew he was very busy, and asking him if he could remember seeing your gold mesh-bag anywhere? Or where he had hid the shovel for the furnace coal?"

"I'd never dare!" the wife gasped. "He'd be simply furious!"

I remember a bride in my home town, years ago, saying to her husband, right before a caller, too, when he asked where his blue-serge trousers were, "I don't know; I haven't worn them lately!" And she never got up to look for them.

2. A man will rebuke a salesgirl because she leaves a drawer standing open that exposes a jumble of paste-board boxes, and string. "You spoil the appearance of your whole counter that way." So *why* can't a man see that it "matters at all" whether he shuts the closet door in the beauti-

fully kept living room in his own home?

Does a man want to cooperate with a wife who takes her housekeeping seriously; who tries to make an orderly systematic business of homemaking? He does not!

At his office he puts cigar-ashes in an ash tray. If he uses a towel he hangs it up where it belongs. If he displaces a rug he straightens it. When he runs through the morning paper, he doesn't drop it, sheet by sheet, on the floor. But at home he wants to throw his hat on the hall table, his newspapers on the floor, his soiled towels over the edge of the bathtub. He wants to deposit cigar-ashes in the pottery jar with the hyacinth bulbs. He can't bother to close a closet door, or to adjust two window shades in a room to the same height, or to straighten the rug. He expects to come in at seven tonight and at five the following night and have the dinner, by some magical process, leap hot from the kitchen range at once.

And if his wife tries to correct his disorderly, unsystematic ways, she's a nagging woman whose husband is driven to a club because he can get no peace at home.

3. Mabel Ayers was a successful business woman before her marriage, yet her husband, though he gives her an ample housekeeping allowance, is always wanting to know the details of her management, but he resents her least question about his business. "I manage to come out with a good profit at the end of each month," he says, with dignity. Well, so does Mabel in her home.

"The funny thing about it," she sighs, "is that he will give an hour's monolog to Claire Evans any time she happens in and says, 'Do tell me stories about your business.'"

Why does a man do that? Perhaps for the same reason that he refuses baked beans at home until his wife gives up having them, and then away from home asks for a second helping and says, "These taste good; we never have home-baked beans. It's a lot of trouble to fix them, isn't it?"

"Doesn't a man have to be polite to his wife's friends?" he will say. Yes; but what is there that releases a man from the obligations of ordinary courtesy toward his wife? What excuse is there for refusing to be companionable; for keeping the cheerful conversation for others?

Do men guests at a dinner party keep the dinner waiting while they wash their hands or brush their hair? They do not. It would be unpardonably rude. It isn't their wife's party!

Or perhaps hubby's sense of humor is the kind that implies him to say as he takes up oyster-fork or butter-spreader, "Where did you borrow these things?" Or maybe he pokes an inquiring fork into a perfectly familiar dish and says, "How do I serve this? We never had it before!"

Little things which only a woman notices? Possibly. And yet suppose hubby brought home to dinner a man on whom he wished to make an especially good impression. And suppose wife kept them standing beside their chairs five minutes after dinner was announced, while she powdered her nose? Or pretended never to have seen a thick steak before?

4. "If a woman wants to hold her husband she's got to keep herself charming and attractive—like the girl he married," says the world. Yet the unshaven man in a shabby, old smoking jacket, with a purplish-red

face and a bald head, doesn't look like the handsome, well groomed youth *she* married.

5. The man who makes me maddest of all is the one who says, "I don't know why my wife can't manage better. She has nothing to do at home." I met Jonas Kenyon yesterday. He told me he was going away for a couple of weeks—he was simply worn out. I assumed that his wife was going with him. "Oh no. They couldn't leave the house alone, and the children were in school. He was going because he had to have a change of scene or he would break down."

"But Madge hasn't had a change of scene since before Buster came, and he's four years old now," I said. He just stared. Then, "But she isn't confined to a daily grind as I am," he said.

Rising early to see hubby off and the children to school. Holding conferences with the maid, the butcher's boy, the grocer's clerk. Settling the important question of roast or chops for dinner. Making a thrilling decision to let the sitting room curtains go another week without laundering. Going to market, with Buster along, affording tremendous mental stimulus with his "What makes the man walk *that* way?" and "What makes the horses gallop *that* way?" Doing a bit of sweeping, a lot of dusting, a little mending, some baking. Having luncheon with four children who must be taught to eat like civilized beings. Taking Buster to the park, hurrying back to see that Ted does his homework and Gladys practises an hour and Mary stays out in the fresh air until five.

A man knows the treadmill of business—but think of the freedom of the woman in the home!

If I were to select three virtues which, if diligently practised, would make any man a good husband they would be: (1) Thoughtfulness; (2) Fairmindedness; (3) More fairmindedness.

# The Future of Poison Gas

BRIGADIER GENERAL AMOS A. PRIES,  
Chief of Chemical Warfare Service, U. S. A.

Digested from the Current History Magazine, the monthly periodical published by the New York Times Company.

1. Our coasts impregnable against attack.
2. Coal tar products replace soldiers.
3. Rules of warfare no longer dependable.
4. Why dueling ceased. Peace by making war intolerable.

**W**AR is today at the beginning of a complete change in armament. Greater progress has been made since the close of the war in perfecting and developing poison gas bombs than any nation foresaw three years ago. Poison gas, in this very brief period of time, has become the biggest potential military and naval problem of the world.

Recent bombing tests off the Atlantic coast demonstrated that our coasts are almost impregnable against a foreign enemy who has to cross the ocean. If bombs containing poison gases can be dropped from airplanes upon or around enemy warships, if submarines can lay mines containing gases, and if gases in solid form, which will burn on water as well as on land, can be utilized to protect our coasts, chemical warfare is bound to have a great influence upon our methods of defense.

The most expensive forms of armament are those most readily visible. Thus battleships, huge guns on railroad mounts, permanent fortifications, submarines, airplanes and numbers of soldiers themselves, are items that cannot be maintained or developed secretly in peace. All are subject to easy inspection, which will at once reveal whether or not a nation is keeping its agreement. But limitation of armament is not disarmament,

nor is it necessarily abolition of war. Preparation for war can be neither successfully supervised nor repressed.

Today and in the future, with the submarine augmented by the airplane and chemical warfare materials, fleets cannot approach a coast with safety unless they can carry sufficient airplanes to overcome the land air force.

2. With the realization of this power of defense has come also the realization that great military power in the future will be measured far less by numbers of soldiers than in the past. The nation which has a coal supply sufficient to furnish power and coal tar products can make all the high explosives and war gases needed. With the development of an air service she can, with comparatively small numbers of men, defend her shores against any enemy.

We must expect that new gases, new methods of turning them loose, and new tactical uses will be developed. Gas is the only substance used in war which can be counted upon to do its work as efficiently at night as in the daytime. Chemical warfare has come to stay, and just in proportion as the United States gives chemical warfare its proper place in the military establishment, just in that proportion will the United States be ready to meet any or all corners in the future, for the United States has incomparable resources in the shape of crude materials that are necessary in the manufacture of gases.

3. So long as wars were carried on solely by men trained in peace for that purpose—in other words, by a standing army—definite rules of warfare could be enforced. In other words, so long as the numbers of each nation not engaged in a war were much larger than the forces engaged, there was a sufficient force to make armies live up more or less well to fixed rules of carrying on warfare. When, however, whole nations became involved in war, and the fate of the entire nation hung in the balance, it became evident to thoughtful men

that no set rules of warfare could be guaranteed. In other words, a nation fighting for its life will use any means that offer a chance to win.

This must be accepted as fundamental and axiomatic, and all plans for future defense should be based thereon. Thus, no method of warfare that promises results can be abolished by agreement, unless all warfare can be so abolished. The last year, however, has been remarkable for the growth of feeling that the burden of preparation for war is too great, and with the growth of that opinion has come the feeling that the expensive forms of armament might safely be reduced by agreement.

4. War is like dueling—so long as it was a safe sport for kings, noblemen and statesmen to engage in, dueling prospered. So long as the leaders of nations could carry on wars for years without harm to themselves, war was a sport. But today, with the development of chemical bombs and airplanes, no statesman or

ruler is any more immune from attack than a private soldier. The one thing that killed dueling in the United States was not public sentiment, but fear on the part of combatants. A gentleman who thought his honor was impeached challenged another to a duel. Being challenged, the second party had the right to choose weapons, time, place and conditions. He selected butcher knives, a dark room with all doors locked—and the duel was never fought. So it will be with chemical bombs. They have not only made coasts impregnable, but they have vastly decreased the possibilities of another long war.

Every development of science that makes warfare more universal and more scientific makes for permanent peace by making war intolerable. and I for one, believe that all nations should be given to understand that if we are forced into a war we shall use every known chemical method of warfare against hostile forces wherever they are located. That would be our permanent guarantee against attack.



# Useful Points in Judging People

Abstracted from Lesson One, Volume Six, "Art and Science of Selling,"  
National Salesman's Training Association, Chicago. Very much  
condensed, with direct applications to salesmanship omitted.

1. The four types of business temperament.
2. The four types of human temperament; indications of each.
3. Mental type vs. manual type.

**T**HE very fact that you know that a man is in a certain business—and likes it—gives you an opportunity to know his nature, and the manner in which you can appeal to him that would not be offered you in any other way.

A man is influenced by appealing to his *self-interest* and to his *self-respect*. To make such appeals you must understand the motives back of his actions—his temperament.

There are misfits, of course, in every business, but it is not hard to find out if a person likes his business or if he does not, what business he does like. You can verify from the surroundings of a man, from his conversation with you, and from your observation of the type of man he is, whether his temperament corresponds in a general way with the business in which he is engaged.

There are four main divisions of business temperament: (a) mental. (b) social. (c) aesthetic. (d) physical.

(a). The mental temperament naturally consists of accountants, efficiency engineers, inventors, thinkers, consultants, bankers, engineers, lawyers, doctors, executives, general managers, superintendents etc. This temperament requires *analysis* of inside and outside conditions and ability to think the way through problems constantly arising. In influencing men of this type, you will give reasons why, and you will seem to submit largely to their decisions. You will not try to press them unduly, but will give them a real chance to

decide for themselves. These men want *complete reasons* for doing things, and resent sheer authority.

(b) The social business temperament class of men deal largely with the social conditions in society. They must be "good mixers," so that they can appeal through personality to their salesman, broker, wholesaler, real estate and insurance agents, politician, and the managers and executives who handle men. These men should have the personalities that make their progress through society more smooth and effective. This type cannot be governed by reason alone, they must be led by enthusiasm, *esprit de corps*, etc.

(c) You can tell the need of the aesthetic temperament in administering, producing, or in selling rugs, pottery, furniture, jewelry, silverware, architecture, designing, advertising, decoration, gardening, music, printing, education and other activities requiring understanding and appreciation. You must appeal to such people through *understanding* and appreciation; you must be tactful, as this class is very sensitive. All artistic persons are more or less temperamental. They are attuned to the finer things of life, and to get their respect and confidence you must respect their feelings, and appeal to them along the lines in which they are interested.

(d) The physical business temperament includes all the trades, manufacturing, railroading, all agencies of communication, contracting, agriculture, mining, personal service—maids, cooks, janitors, ice men, etc.—the police and fire service, postal employees, etc. This type of person is best appealed to by the rule of authority and expects to be dealt with patiently, yet firmly.

Generally speaking, the mental type needs *interest* and *criticism*, and appreciates it; the artistic type needs *appreciation* and looks for it; the social type, needs *stimulation* and

praise as well as an emotional spur; while the manual type needs change of work, of thought, of pleasure and encouragement.

2. Corresponding to the four types of business temperament, there are four types of human temperament. The different business temperaments are only reflections of the temperaments we find in other human beings; in fact, we find all four temperaments in each human being to a greater or lesser degree.

It is also true that the balanced person represents the four temperaments in almost equal degree. Usually, however, an individual will have *marked characteristics*.

The marked indication in form of the mental temperament is the triangle-shaped head—with the triangle standing on one point; the indication of the emotive (aesthetic) type is an egg-shaped head, with the egg standing on the small end; the indication of the vital (social) type is the circular shaped head; and the indication of the motive (physical) is the square-shaped head. These are front view indications of the types.

The mental type tends to sharp angles, not only in head, but in body; the emotive type tends to feminine oval face and curves in body; the vital tends to roundness in head and body; and the motive tends to squareness in head, body, shoulders and hands.

When the mental temperament predominates, the person is a *thinker* by nature; when the emotive predominates, the person is *aesthetic* and *artistic*; when the vital predominates, the person is *social* and likes to enjoy the good things and pleasures of life; and last, when the motive temperament predominates, the person is a *worker* and *doer*, and gets pleasure out of the use of his muscles rather than through his senses.

3. Mental type vs. manual type: The mental worker becomes a thinker in his personal, social, religious and political life. He is an independent voter, and can best be influenced through an appeal to his mental storehouse of facts and beliefs and memories. The manual type often becomes a cog in the wheel and often loses much of his mental ability until finally he is unable to reason soundly upon issues vital to himself. He never realizes or admits that he has lost his *mental alertness*; but insists that his beliefs and opinions be given consideration. He is proud of his mediocre attainments, seldom seeing the workings of the business outside of his particular department. One must reason with the mental type, and explain to the manual type.

Indoor men are usually of the mental or aesthetic type, while outdoor men are of the social or physical type.

(To be continued)

You will find the facts about fireflies on page 37 of absorbing interest. Next month you will learn equally surprising things about spiders.

# Progress in Science

*Digested from the Scientific American and the Popular Science Monthly*

1. Extending telephone service with radio telephones.
2. Selling land with air views.
3. Coloring oranges orange.
4. A machine that forces confession from criminals.

## Excerpts from the Scientific American

**T**HE radio telephone today is part and parcel of our telephone system, and it is fast becoming as practical as the latter. Indeed, were it not for the high cost of this form of communication, it would be quite within present accomplishments for any telephone subscriber to call up a relative or friend on an ocean liner several hundred miles off shore, the voice being carried over the usual telephone line to the central office, through trunk lines to the distant radio transmitter, and thence transmitted through the air to the steamer.

Telephonic communication was recently established between a steamship cruising off Deal Beach, New Jersey, and Santa Catalina Island, situated some thirty miles off the California coast. From ocean to ocean via radio, telephone line and radio again!

The first commercial radio and connecting land toll line is the Santa Catalina Island and California radio telephone service, which was set in operation well over a year ago. Catalina Island is one of the great tourist resorts in California, and these visitors need not now remain completely isolated from the rest of the world until they return to Los

Angeles. Hundreds of messages are transmitted each day via telephone, radio and telephone again.

## Digested from the Popular Science Monthly

2. Aerial photography is now applied to commercial use. Manufacturers have discovered that an air photograph gives a more comprehensive idea of the plant than any number of views taken on the ground.

Airplane photography is in growing use in the real estate business. Real estate is a difficult thing to sell. A prospective purchaser cannot tell from photographs whether the property is on a respectable street or whether it is hedged in by factories and small shops. So that, after all the salesman's talk, it is necessary to take the customer to every one of the properties. Much of his time and that of the salesman is wasted. With aerial photographs, it would probably be unnecessary for the customer to leave the office until his choice had been narrowed down to one or two available selections. Visualization is the greatest salesman in the world.

Real estate dealers are finding it to their interest to have an annual photographic map made of their city, thus showing graphically its growth from year to year.

## Digested from the Scientific American

3. The Satsuma orange, strange to say, reaches its most inviting state for consumption several weeks prior to the attainment of a yellow color. Obviously, the fruit salesman is at a disadvantage in marketing the green-colored specimens. Hence the Bureau of Plant Industry has developed an



artificial process of discoloration. Laboratory tests have determined the feasibility of applying an attractive coloring to oranges by exposing to certain harmless gases.

#### **Digested from the Popular Science Monthly**

4. People may tell a lie and show no outward sign of it; but internally—through the heart and lungs—they betray themselves. We now have a machine that finds its principal use in recording the heart and lung action of suspected criminals as they are cross-examined. One part of the machine measures the time that elapses between the examiner's question and the suspect's answer. Usually the examiner reads off a prepared list of words, one by one. The suspect is told to reply with the first word that comes into his head. Some of the words in the examiner's list

have nothing to do with the case. Others refer directly to the crime in question. If the suspect is guilty, he will invariably hesitate—perhaps for only a few hundredths of a second—before replying to a "crime" word, because the first word that comes to his mind is usually one that bears on the crime and he must hunt for another one. The innocent man will respond to all words in approximately the same interval of time.

Next, there is a part of the machine which records the suspect's breathing. When a man lies he breathes differently, and the machine records the difference.

The third part of the machine registers blood pressure. If the blood pressure of the suspect increases whenever he is asked questions that refer to the crime, indications point to his guilt.





# The Firefly's Light

*Digested from Country Life*

WILLIAM E. RINGLE

## DO YOU KNOW

1. What kind of tail light the firefly carries?
2. That fireflies flash signals to their mates?
3. That fireflies are worn as jewels?
4. The difference between fireflies and glowworms?
5. That glowworms give their prey an anaesthetic?
6. That glowworms take daily sponge baths?

**I**N THE firefly's abdomen is a special organ, penetrated by a number of minute air tubes, which secretes a peculiar substance capable of producing light. Just what this substance consists of is still a mystery to the chemists. They have been unable to analyze it. It was once believed that phosphorous was an important part of it, but that theory has long since been exploded. This much is certain about the substance—in order for it to emit light it must come in contact with oxygen. Light is emitted whenever the firefly draws air into the organ through the air tubes.

If the luminous tissues from several fireflies be dried rapidly and ground up, the powder will preserve its light-giving properties for an indefinite period. All that is necessary is to moisten it while it is exposed to the air.

These curious insects often make light the early darkness of a summer night. Who has not, in walking

down a lonely country road, felt just a little more comfortable because the fireflies were there and doing their best to light the way? The shadows cease to be oppressive when they become an effective background for the thousands of tiny outbursts of light.

2. For the greater part of the time the fireflies light is merely a faint glow. But at intervals of a few seconds it flashes out with marked intensity. Although both sexes of the insect are luminous, the male carries the more brilliant light. The flash of the female is, however, of longer duration.

The males of some species signal their mates by a double flash, i. e., by two flashes in quick succession. The female answers with one flash. In another species the male's signal is one short flash and the female's reply a longer one.

A chief purpose of the firefly's light, it seems, is to attract the sexes to each other and lead to their mating. This theory finds support in the fact that fireflies in captivity soon cease to flash.

Although men know how to make lights of dazzling brilliancy, they use up a large amount of fuel in making them and even then the greater part of the energy produced is lost as heat. Nature, as represented in the firefly, is fifty times as efficient. So far as scientists observe, she, in this little insect, makes light without heat.

3. In tropical America the firefly often becomes a jewel for evening wear. A dusky belle who wishes a brilliant for the hair, merely imprisons one of the insects under her hair net.

Cuban women wear at the opera a large beetle with two great shining spots on its body. Sometimes these beetles are tethered with gold chains to the bodice of a ball gown. The steady glow of the spots intensifies with the rhythm of the dance until there seems to be on the dancer's gown great jewels sparking in a maze of light.

A large number of encaged fireflies sometimes serve as a lantern. There is to be seen, in the National Museum at Washington, a much perforated cocoon shell that came from a tropical country, where it was the body of such a lantern. Enough light to read by may be had in this way.

4. The glowworm is nearly as celebrated for its power of shining in the dark as the firefly, but the glowworm is but one form of the firefly. Some are merely young fireflies in the larval stage, while the others are the females of a certain species not possessing wings.

Some glowworms produce light in two colors—a reddish light from a luminous organ at the head, while the body shines with a pale green

light. The light of the glowworm is not intermittent, but glows steadily.

5. The glowworm possesses the power of anaesthesia. It can administer a nerve-deadening drug. While the surgeon gives chloroform that the patient may not mind the knife, the glowworm gives its victim an anaesthetic so that it will not mind being devoured. When the worm intends to make a meal off a snail, its favorite meat, it gives the snail a few gentle tweaks with its fangs. At each tweak there is injected in the animal a minute dose of virus that soon completely paralyzes it and deprives it of all feeling. The glowworm can then feast at its leisure. A snail rescued from a worm will remain completely paralyzed for nearly two days, but it will then recover its normal state.

6. After a hearty meal the glowworm always takes a sponge bath. It never loses its sponge, for the sponge is a sort of brush that grows on its tail. It is very particular about its bathing, spending much time at it. It curls itself first one way, then the other, so that the brush will not miss any part of the body.

The Japanese film censor heartlessly nips all kissing scenes, pastes them together and accumulates some thousands of feet of film kisses of every style and period for private views only.

The study of flower arrangement extends over five years of the Japanese girl's life.

The master of the Japanese house must have his beauty sleep.

In Japan, one hears this wish: "May all pain be distant from important parts."

These, and other fascinating insights into Japanese life will appear in an article in *The Reader's Digest* for March.

# Wanted—Motives for Motherhood

*Digested from The Outlook*

**ETHEL WADSWORTH CARTLAND**

A FRIEND of my husband's who has five children, and is a very cultured and prosperous business man, recently confided in my husband the fact that at the birth of his last child he was actually ashamed to tell of the event, even to his closest friends, for fear they would despise and criticize him for it. He declared that his wife was especially anxious to have this child, and that nothing gave him so much pleasure as having little folks about him.

"There is no reason in the world," he said, "why we should not have another child except the deplorable state of public opinion."

Four dear little children have come to our home. When the second one came, very little comment was made to me except thankful joy that I looked so well. But when my third child was expected, several of my friends condoled with me as though it were a great misfortune. When this last baby was expected, dismay filled the hearts of all my friends. They seemed to expect me to go into a decline, or to have some dreadful visitation of woe.

Not one of my friends ever expressed the hope that I should have a large family. Indeed, they seemed to consider four more than enough; and yet they loved and admired the children in all their little ways and speeches. They seemed, however, to think there were so many.

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Indeed, I have envied the ignorant and foreign mothers of our slums who feel themselves honored in bearing children. They go everywhere that they desire; to weddings and every amusement place, and their condition and appearance are like a badge of honor. But often, when I have been walking along the public street, I have seen girls and boys staring impudently and scornfully; and I have gone home with all the pleasure and benefit of the walk worse than taken away. At the very time when I should rightly have spent hours in the sunlight and open air I could not bring myself to the point of stirring out of the house.

Before the coming of one of my children there lived just across the street another professional man and his wife. They have no children. Day after day, as I sat in the sheltered garden by the window sewing, this woman across the way tripped carelessly by, ever free, ever gay. She never stopped to talk; she never called on me. At every social event she was popular, always radiant, fresh, sweetly inviting homage. But she completely ignored me. I felt that she thought me ignorant and vulgar, and into the gray monotony of days and nights crept an unknown bitterness. Why should every social joy and entertainment be hers, while I, bearing the heaviest burden in all the world—felt ostracized from all its festivities? Suppose I had gone to

any social affair, should I have been welcome? No!

Of course, while shunning public places where I was not wanted, I did a great deal of reading, trying to enliven my days with light, frolicsome literature. But oh, these cheap magazines! Everywhere is the insipid girl's face on the cover, with the whole reading public apparently bowing down before the pretty, idle, inane, slouching and dilettante girl. Not a word of that mature, thoughtful woman with a mind as well as a face who labors conscientiously. At the age of adolescence, of all ages the most unbalanced and dangerous, our boys and girls read that which renders this age still more dangerous.

In every way we are rushing the immature girl into the limelight to her own harm, asking too much of her in public and not enough of her in private life.

A former neighbor proudly remarked to me that *her* daughter washed no dirty old dishes nor was tied down in any other way. She unfitted a naturally able girl for any serious responsibility in life, through which alone life's greatest happiness can ever come.

Another friend aspires socially for her daughter, and rushes her day and night from one festivity to another. Any young man with an automobile may take the girl out at any time. What is the result? The undisciplined, ignorant girl, too much away from her mother at this critical age, is very indiscreet in her conduct.

These two types of girlhood are met everywhere, and become the childless

wives we meet every day. They will accept no responsibility. They are parasites, as their mothers trained them to be.

If the effect of this undeserved and premature attention is pernicious on the young girl, its effect on the sad, child-bearing mother pushed unjustly to the background is equally so. In the very time of her life when a woman most needs the kindnesses and joys of society they are every one snatched away, so that her mental sufferings are doubly and needlessly severe.

The Government can do much—indeed, it should be the first to put American motherhood in the position of the ancient Hebrew motherhood, so happy, so secure! The churches can do much in remembering not only the sick, but the lonely, depressed, expectant mother.

Protect—at whatever cost to the State—the laboring mothers; give the girls a living wage; they are our future motherhood. Let the State pay for confinement expenses.

But after all this, American mothers must teach their children that the *family* is the type of normal life, and that the large family (at least four children) is a matter of pride to the whole country. Let them teach that fatherhood and motherhood are the very greatest experiences in life—most sacred, most important, most ennobling, involving the very existence of the Nation, and that, not a *happy marriage alone* but a *large family of children* is the ideal destiny for childhood's ambition.

# Vilhjalmur Stefansson

*A Condensation from the World's Work*

JOHN G. HOLME

Some interesting facts about the well known explorer and scientist.

1. Arriving in the Arctic with a light overcoat and serge suit.
2. Reindeer meat likely to replace beef to a large extent.

**P**ROBABLY the greatest single achievement of Mr. Stefansson is his demonstration, by actual experience, that Arctic explorers can remain indefinitely in the Polar regions and live off the country, if they are adequately supplied with guns, ammunition and fishing tackle, and live in as much comfort as the native Eskimos, who enjoy it thoroughly. Earlier explorers than he tried to carry enough supplies to last them throughout their stay in the North. Many of them died of starvation within rifle shot of game enough to support a tribe of people.

On one of his expeditions he arrived on the shores of the Arctic Ocean in a light overcoat and a blue serge suit. "I was going to live with the Eskimos," said Stefansson; "learn their language and study them; and I knew I could never have done it effectively by putting up my own quarters, dressing as a white man and living like a white man. I helped the Eskimos to fish, went with them a hunting, ate and threw on their food, and stayed for 18 months."

On his second Arctic expedition he remained in the Far North for 53 months.

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This enormous simplification of the Arctic explorer's work has robbed northern exploration of most of its terrors and most of its difficulties.

2. Mr. Stefansson has explored and mapped about one-quarter of the 1,000,000 square miles of hitherto unknown Polar regions. To these achievements he has been working to add a third, which in the course of time may overshadow the others. This is to convert the public to the facts about the habitability of the so-called Frozen North and the immense opportunities for its profitable development for the welfare of the human race and to convincing the governments of Canada and the United States of the feasibility of developing an enormous supply of meat by the propagation of herds of reindeer and caribou upon the huge grassy prairies of the northern plain.

Experiments that have been undertaken by the United States Government in Alaska indicate the correctness of Mr. Stefansson's views. Their success indicate the probable development within 25 years of a new source of sustenance for the human race, of greater importance than the cattle ranges of the United States and Argentina combined.

Mr. Stefansson's parents were among the first Icelanders to venture from their native island to the New World. He himself was born in an immigrant's cabin on the shores of Lake Winnipeg. Eighteen months later his parents moved southward in a prairie schooner into the then territory of Dakota. Here Stefansson grew up on his father's farm.

# Today

ARTHUR BRISBANE.

Extracts from Mr. Brisbane's "Today" column appearing in newspapers throughout the country.

1. New truth unpopular.
2. Power in the air.
3. Men learning to live.

**T**O ignore new truths and new conditions is a habit of the human mind.

When the locomotive was invented the wisest men, including "great engineers," said such a thing could never be useful.

And besides, if people traveled continuously at the "terrific speed of twenty miles an hour" it would result in death.

And people standing near the railroad track would be killed. A high wall must be built to enclose the tracks, etc.

When Fulton started his boat sailing up the Hudson he was laughed at as a fool. The crowd gathered to see it blow up.

Bessemer, at a convention of steel makers in England, described his process for making steel, now used everywhere. The convention unanimously decided to wipe the Bessemer proceedings off the record that the convention might not be made ridiculous.

Only one man who listened to Bessemer paid attention to him. He made a huge fortune by taking a little stock in the new steel process.

When Harvey announced his discovery of the circulation of the blood, the doctors laughed at him and went

on bleeding their patients as before—one day on the right side, next day on the left—to keep the supply of blood even on both sides, like the juice of an orange.

No doctor over forty years of age admitted the truth of Harvey's discovery.

That is why death is so useful. It removes those no longer willing to learn.

Coming to our own day, you find truth rejected and unpopular as ever. Men in charge of national defense in this country see a small, inexpensive flying machine, costing less than one-tenth of one per cent of the cost of the battleship, destroy that battleship by dropping a single bomb on it. Yet they continue squandering the people's millions on an antiquated weapon.

2. A single flash of lightning may carry with it a hundred million volts, says Steinmetz, wizard of the General Electric Company. The average, says Steinmetz, is fifty million volts. We can scarcely conceive what a million volts are. Five hundred volts will kill a man.

Big power is floating in the air. Some day a future Edison may tell flying men how to take their power from the clouds as they go through the air, as a sailor drops his bucket over the side and picks up sea-water to wash the deck.

3. Mr. Bartch, life insurance expert of Omaha, tells you that human life has grown by ten years in the last half century. Two or three hundred years from now, with consumption conquered by good food, and some other enemies put down, average life should be about one hundred. Men are learning how to live.

# Can We Have a Beautiful Race?

*Digested from Physical Culture*

**ALBERT EDWARD WIGGAM**

1. Beauty—a measure of nobility.
2. Association of beauty, art and culture.
3. Why beauty of American women will decline.
4. When is a woman beautiful?
5. Was Lincoln really homely?
6. Beauty—of the mind and spirit.

**T**HE laws that govern the evolution of plants and animals apply to man. We can have any kind of a race we want—beautiful or ugly, wise or foolish, strong or weak, moral or immoral.

The whole question lies in what we can induce people to *want*. Greece wanted beautiful women and got them. Rome did the same thing. The Dark Ages wanted ugly women and got them. The Renaissance wanted beautiful human beings and got them. We want ugly women in America and we are getting them in millions. Three or four ship loads are landing at Ellis Island every week.

The moment we lose beauty we lose intelligence. Every high period of intellectual splendor has been characterized by "fair women and brave men." You can measure the nobility of any civilization by the beauty of its women and the physical perfection of its men. In the glory period of Babylon, Crete, Phoenicia, Egypt every evidence of history assures us that the women were of a high type of beauty. When Alexandria was mistress of the world's learning, she was likewise the home of art. And the home of art is always the atmosphere which breeds the beauty and charm of woman. The noblest type of womanly and manly beauty the world has known dates back to days of Grecian greatness. Horace and Vergil sang the beauty of Rome's noble women.

2. On every hand one may see the association between a high type of womanly beauty and a high type of art and culture. The better classes, the higher types of skilled workmen, the intellectual and professional sections of the population as well as the "mere millionaires" simply are *more beautiful* than the lackadaisical, the thriftless, the day laborer and the ne'er do well.

Go into backward sections of the United States. Where there is no vision of beauty the very physical beauty of the people perishes. It is even reflected in the very ugliness of their animals. I believe with Secretary Coburn of Kansas that "you can't raise high class hogs from low class people." Scrawny hogs and scrawny people go together.

Henry Ward Beecher gave this advice to a young pastor on choosing a pastorate: "The first thing you should look at is *the horses*. You will find that handsome, intelligent people and handsome, intelligent horses go together. If you find that the people drive in rickety wagons, with scraggly scrubs of horses, get out of there at once. You can't save those people's souls for they have no souls to save."

It is only people with beautiful souls that ever develop beauty of face and manner and form. And with these come grace of manner and all that makes living an art instead of a mere existence.

3. If you doubt that the sort of women that men learn to admire does have its influence upon the very figure and physical appearance, as well as mentality of the race, just take a look at the farmer women of East Prussia. Hard work for generations has broken down the delicate, lovely, high strung, beautiful girls and either killed them or else destroyed their beauty so early in life that they failed to get husbands. In addition when men put their wives at hard labor, or economic conditions compel them to



do so, the men themselves grow to admire only that type of woman that is built like a draft horse.

I have studied thousands of women unloaded at Ellis Island. They are broad-hipped, short, stout-legged with big feet; broad-backed, flat-chested with necks like a prize fighter and with faces as expressionless and devoid of beauty as a pumpkin.

These women are giving us nearly *three* babies where the beautiful women of old American stocks are giving us *one*; hence, the beauty of the American women will steadily decline.

4. If we can educate children to love and admire and *want* that which is good and beautiful, they will *want* that kind of men and women. We have not educated our young men and women how to pick out good husbands or wives, and do it unconsciously. If ideals of beauty and intelligence are in the minds of the people beforehand they will unconsciously reject the ugly and stupid and find their happiness only in people that are lovely and of good report. Prof. William James said that the final aim of education is to teach us "to know a good man when we see him."

Not one man in one hundred is a judge of womanly beauty. We could do much to improve the human race in health, vigor and energy by cultivating men's ideals of beauty in woman. It is not solely beauty of face that makes a beautiful woman. It is a combination of *all the elements of vitality, idealism and energy* that shine out from the human body, and express the real beauty within. It is not altogether mere regularity of outline nor a wonderful complexion, nor a face that is commonly described as pretty. *It is commonness that makes ugliness. It is character that makes beauty.* People who are always making you think of somebody else are not beautiful. Beauty is individual and distinctive.

5. The "homeliness" of Abraham Lincoln has become a sort of tradition. I heard an artist say recently

in a lecture: "Students of art have now come to regard Lincoln as representing one of the highest types of human beauty. Perhaps his lanky, awkward figure would not give him a blue ribbon at a beauty show. But that is because they are thinking of Adonis or Apollo as the *only type of human beauty.* Artists have come to the conclusion that especially in Lincoln's face there is a majesty of outline, a dignity and nobility of contour, a sweep and distinction in the lines and a definition of character and a great soul within that stamps Lincoln as one of the most beautiful specimens of the human race. There is not a common-place line in his face. Of course the beauty of Apollo and the Greek heroes is the beauty of spring days, of nature leaping with joy and of running, shouting waters. But Lincoln's beauty is the beauty of mountain peaks and rugged fastnesses and in his energy you see the beauty of the ocean storm."

6. Beauty is *not* only skin-deep. Bodily beauty is as deep as the human soul. It is the revelation of character. True, some famous beauties have perhaps not been great women. But nearly every great man or woman has been beautiful. I believe that every woman of character shows beauty somewhere in its infinite revelations.

Again, it is not true that "most beautiful people have no brains." All the studies that have been made show that beauty and brains are in quite a high degree associated. It has also been shown that people with brains are usually better morally than people with empty heads. Further, people of high ability are also people of abundant energy and vitality. And Sir Francis Galton, the great founder of the science of eugenics, has proved that energy is the most distinctly inherited character we have.

Every increase of beauty in the race will mean an increase of bodily and mental energy; that in turn will result in an increase of the spiritual virtues and an expansion in the whole moral output of the race.

# Advice from a President's Physician

*Digested from Good Housekeeping*

**REAR ADMIRAL CARY T. GRAYSON**

1. The best kind of health insurance.
2. First requisites in keeping well.
3. Remember this about blood pressure.
4. A word to the housekeeper.

**M**Y association with many of the men charged with the burden of government has impressed upon me that health—and by this I mean an even tenor of health—is an absolute essential to modern life; for an ailing man or woman cannot give to work the full measure of industry needed to make that work a complete satisfaction and success. It is demanded of us that we keep well.

Preventive health measures are, therefore, hobbies of mine, and I have made a specialty of developing a plan by which my patients follow the ancient Chinese custom of retaining a doctor to keep them well. I examine them periodically as to their general physical condition, such as heart, kidneys, blood pressure, etc. I observe how they work, and play, and how they eat and sleep.

How many people make extravagant demands on their physical resources and dissipate them with prodigal hand as if the capital in Nature's bank were an inexhaustible store.

The parts of an automobile can be replaced, but surgery has not yet reached a point where a new kidney can be supplied or a defective heart valve sent to the hospital to have lime deposits ground off. So it is important to be on the look-out for commencing defects in the human machine.

Damage to human organs, except in the case of acute infections, takes place very gradually, and symptoms which attract the patient's notice may not appear until the harm has

reached an advanced stage. Then the doctor is called when it is too late. Now a doctor's searching examination can usually detect that something is wrong long before the patient is aware of it. Much can be done in the early stages of chronic disease to lighten the work of the various organs, so that, with attention to general regimen and diet, life may be prolonged for years.

An increasing number of people consult a dentist as regular intervals. An annual or semi-annual overhauling at the hands of a skilful medical diagnostician is an invaluable health asset. People are beginning to take out this sort of health insurance.

2. The man or woman who has awakened to the fact that taking care of one's health is the biggest and most important enterprise, sets about first of all, to build up a reserve of strength. By sufficient sleep, regular exercise, and proper food we can build up reserve strength. Many a battle has been lost because there were no reserves in the rear. There are thousands of people in America who at thirty, forty or fifty are actually fifty, eighty or ninety as far as recuperative power is concerned. They cannot come back with a stout blow in their defense when sickness assails them.

One-must plan, look ahead, profit by the mistakes of yesterday and work on a definite system in taking care of one's health. A person must establish a balance between the food taken in and the energy going out. Unless one who dines out incessantly has the art of saying "no" gracefully or, what is more difficult, of substituting lively conversation at table and a deceptive toying with knife and fork for indulgence in tempting viands, his constitution must suffer. The vast majority of human beings eat too much.

A rational diet, adequate exercise, and wholesome hours are the foundation upon which a reserve of strength must be built.

The importance of a mixed diet can not be overestimated. The absolute vegetarian, in order to get his required amount of protein, must eat an excess amount of carbohydrate. The big meat-eater should remember that he gets very little carbohydrate from meat alone.

3. Overeating is one of the chief causes of high blood pressure, a malady in which the public is very generally interested, so that to talk of one's blood pressure is as universal and as good form as references to the appendix. The subject of blood pressure is a very simple one. Years of excessive manual labor, long-continued overeating, and disease of the walls of the blood-vessels due to alcohol, gout, rheumatism, and various disorders of the blood are the causes of high blood pressure.

Rubber stretches, canvas does not. If you fasten a hose to a pump and get too much pressure on the hose it will burst. The heart is nothing but a pump to keep the blood circulating. Blood vessels are a mixture of two substances, one like rubber, the other like canvas. When you have high blood pressure for a long time, little by little the natural rubber disappears and only the canvaslike material remains.

If the man whose arteries have deteriorated from overwork, overeating, or disease, runs for a train, if he gets violently angry or has a fight, his heart beats faster and more blood is forced into the arteries. Instead of enlarging with the increased pressure they burst, because there is no stretch

in them. That is apoplexy.

Bad arteries can also be inherited.

4. The constant preoccupation of the householder with thoughts of food, even if she is not actively on duty in the kitchen tends to ruin her appetite, sometimes to the point of real impairment of vigor. If she participates actively in work about the house, there is involved a kind of exertion that causes the fatigue of outdoor exercise with none of its compensating advantages. In household duties there is no call for deep breathing, no exhilarating intake of oxygen, no stimulus to increased circulation, no change of scene, and no pleasant companionship such as other members of the family get in their golf and tennis. In her spare hours she has neither the ambition nor the energy for a brisk walk.

Such a housewife, if possible, should by all means cultivate a small garden. It must be recognized that many women who today bemoan the fate of confining duty in the home are still vastly better off physically than they would be if the alternative were endless bridge parties and matinées.

The vast majority of us can not rise above the handicaps of the flesh. And so our happiness and the happiness of those about us depend in great measure on health, and health is digestion, and digestion is a matter of proper food, in proper amount, taken in pleasant company.

Here is an old recipe for health that I can recommend to everyone: "Eight hours for work, eight hours for sleep, eight hours for play, and all to God."

# Research and Everyday Life

*Digested from The Nation's Business*

**WARREN BISHOP**

1. Science and the family washing.
2. Saving a million barrels of flour.
3. A superstition of canned foods.
4. The Mellon Institute affects you.

**I**NDUSTRIAL research has come into the kitchen—and into every other room of the house—and it is saving money for the housewife.

Few industries that link themselves directly to the housewife have been the subject of more skilled work in physics and chemistry than that of washing clothes. The laundryman knows that bromide of everyday life: "It isn't the wear that does it, it's sending it to the laundry." Tests were made by research chemists of the Mellon Institute of Pittsburgh. New collars were repeatedly sent through the usual processes of washing, starching and ironing without being worn. They survived from thirty-five to forty trips. Collars worn between washings but otherwise subjected to the same treatment survived about twenty trips. The inference was that actual wear was from 43 to 50 per cent of a collar's life.

Many experiments have been made to determine the life of fabrics under various conditions of cleansing. Here's one briefly: A dozen handkerchiefs were tested for strength. Then each was uniformly soiled. Six were sent to a washerwoman and six to a power laundry. After each batch

had been washed ten times the breaking point was again determined. The loss per trip to the laundry was 2.6 per cent, while each trip to the washerwoman set the handkerchief back 2.1 per cent of the strength. The laundryman doesn't consider that a bad showing.

Experiments have been made to show the destructive effects of washboards and roller wringers and even of hanging on the line. This was the test for the last named factor: A handkerchief was exposed on the roof of a city building for twenty-five days one July. The handkerchief lost 60 per cent of its strength. The experimenters admit that results might have been different in a remote country place free from smoke and corrosive gases.

The whole subject of stains and their removal has been studied, with a double purpose—to do better cleaning work and to resist unjust claims from owners. The chemistry of soaps has been carefully studied.

2. One man at the Mellon Institute has been at work on the problems of making better bread and cheaper bread. Your grandmother or her mother may never have seen baker's bread. To a generation that followed "boughten bread" was at best a reproach to housewifely skill—something that called for an apology. During the war 90 per cent of the bread eaten in the country was commercially made. With the close of the war baker's bread found increasing competition in the kitchen. It was found that bread could be made with less time and labor in one community than

in another because of a difference in the mineral salts in the water and the effect of the salts in yeast. It was found that certain salts of calcium and ammonium in proper proportion added to the speed with which bread could be brought to its best state and cut down the amount of yeast needed. The time of baking was lessened, a very important item to the small man whose output is limited by his oven capacity and at the same time opens a vast possibility of conserving bread-making materials without any loss to the consumer since the saving is in sugars decomposed and lost in other processes of bread-making. The process saves a million barrels of flour a year.

3. The canning industry is spending thousands of dollars a year on research work. Here, too, the scientific work is both offensive and defensive, defensive in the task of investigating reported cases of poisoning from canned goods and offensive in improving the product, both as regards wholesomeness and appearance. You may talk yourself black in the face explaining that dark color in a can of corn is due to a minute amount of copper from the machinery, and could harm no one, but the corn will not be eaten. So science must set to work to eliminate that copper for once and all.

4. These are random instances, cited to show how industrial research affects you and me. The Mellon Institute at the University of Pittsburgh has done much to link science and industry. A manufacturer, or a group of manufacturers, with an unsolved scientific problem comes to the Institute, which says in effect:

"We will select the man or men best fitted for this work. You, Mr. Manufacturer, shall pay the salaries and provide special equipment. The Institute will direct and house the investigation, give the use of library and permanent equipment. The results belonging to you except so far as you may see fit to share them with the world."

Perhaps half the fifty or so Industrial Fellowships suggest the things of everyday life. They deal with bread and yeast and soap and stoves, laundry work and fruit beverages. The fields as yet untouched or but barely explored are vast. What is the ideal abrasive to add to scouring powders to reduce scratching to a minimum? Can glass be further perfected for kitchen use? What is the ideal container? And for all these things men of affairs are contributing money and men of science their learning. Selfishly? Yes, if it be selfish to make money, but all in all they work for the good of the everyday man and his home.

**"What Fools We Mortals Be" will appear in the March issue, showing the tenacity with which educated persons cling to ancient superstitions.**

# A Peasant on a Painted Train

*Excerpts from Hearst's International*

**BESSIE BEATTY**

The first of a series of articles on Russia, by Miss Beatty, appearing in *Hearst's International*.

1. A curious government on wheels.
2. Simple fare of high officials.
3. Some pictures of the famine.

**N**OT everyone in Russia can go to Moscow, so Moscow goes to everyone. When a grain tax or a new draft for the Red Army needs explaining, Michael Kalenin, the peasant president of Russia, leaves by special train. He carries his office, his staff and his executive power with him.

When I reached Moscow, Kalenin was preparing to take a tour through the heart of the famine district to discover the extent of suffering and find ways of combating it. During a month on his ever-traveling train I saw more of Russia than I had hoped to see in a year.

The camouflage art-work of the war produced nothing so astounding as our train. There were fourteen cars and all of them were covered with paintings picturing the Communist dream of a future state. One picture showed the contrast between today's primitive industry and agriculture and that of the future. There were women digging with wooden shovels, sweeping with brooms made of twigs, harvesting with scythes and binding by hand. Other pictures were of fields being plowed by tractors and plentiful harvests being reaped with the latest agricultural machinery.

Revolutionary slogans accompanied the pictures and were done in electric letters on the top of the train.

This super-train was beyond anything the peasant who saw it for the first time had ever imagined. An electric-light plant supplies current to the train, operates the motion-picture apparatus which provides instruction and entertainment for the crowds at the stations, and demonstrates the possible uses of electricity to men who only a little while ago suspected it of being some strange and wicked invention of the devil.

In one car is a printing press which runs off newspapers while the peasants wait. Often it is the first scrap of news in weeks. A radio supplies orders from Moscow and news for the press. A telephone connects the cars. A bookshop on the train sells cheap editions of the Russian classics, pamphlets on agriculture, fairy tales for the children, a mass of propaganda. Russia has five such trains, each designated to appeal to the people of a special district; all made as models to tempt the peasant from the ways of his grandfather.

2. We made our morning tea in our own compartments and at three o'clock gathered for dinner in the dining-car. We all ate together, the President of the Republic, the Red Guard soldiers, the women who cleaned the cars. There was soup for one course, and for the other rice or pancakes without sugar or syrup. Occasionally there was boiled beef taken out of the soup and on the return journey the diet was soup and fish. No one could have accused any

member of that government group of high living, yet going through the famine districts where the cry of pleading women and the hungry children never ceased, food seemed to choke us all.

3. Kalenin had asked us not to give food from the windows of our train, saying that anything we could do would be of no real help, and might rouse resentment. We were soon to discover that hungry people have no strength for anger or resentment or even tears; nothing but patient endurance, nothing but the capacity to go on waiting.

The dull monotone of the hungry mothers and children pleading for food is something that I can never forget. The first night the train stood in the depot one of the Russian girls who could no longer resist the plea of a ragged skeleton of a boy, gave him food. For the rest of the night the cry for bread outside her window never ceased.

When I awoke one morning the train had stopped. We were in Samara. I did not need to lift the window-shade to know what the picture outside would be like. Already I could hear the plea for bread coming up like a moan from the earth. Rags and bags and human beings were jumbled together in a hideous dun-colored mass packed so tight one could hardly distinguish the living people from their belongings.

Hunger had drained the red blood from their veins. The yellow pallor of starvation had crept under their skins. Children bloated until they had become grotesque caricatures of humans. Children, bone and skin, nothing else.

The leaves on the trees, those of them that had not already been picked

and eaten were parched and yellow like the people. We were told the famine would be worse than in 1891, because war and revolution had exhausted the supplies. Three million people are affected by famine in the gubernia of Samara.

Fight was the key-note of Kalenin's plea. "If you fold your arms you may as well drown yourself in the river. Don't be afraid. Who lies down dies. Who goes forward manages to pull through. You see only your village; I see all of Russia. I see the old general, the old representatives of the bourgeois class, the landowner, teachers, doctors, engineers, commissars. They are all hungry. In most gubernias no one lives so well as the peasant. In the old days your officials had large bellies; look at your officials now. If you could see the intelligentsia you would really cry."

In the end they always thanked him. He left them, for the moment at least, with more hope than he found them.

Many of the people to whom he talked will not be there when the next crop is harvested. Some have sown who will never reap. They will not live that long. And they know it. Many of the baby hands I saw feebly searching for the empty breasts of mothers who have nothing there to give them are already crossed in the tiny unpainted coffins that fill the new-made graves in the cemeteries.

When I returned to Moscow the city was swarming with foreign correspondents, commercial missions, business men, relief workers. The American Relief Administration had arrived. Hunger had made a breach in the wall of iron which armies could not batter down. Russia had commenced another chapter of her astounding history.



# To Bore or Not To Bore

Condensed from *The Atlantic Monthly*

RALPH W. BERGENGREN

"To Bore or Not to Bore" is available in its original form in Mr. Bergengren's "The Perfect Gentleman." In the same genial mood as the author's "The Comforts of Home," he discourses in ten short, amusing essays on various things which go to make a perfect gentleman. Contents: The perfect gentleman; As a man dresses; In the chair; Oh! shining shoes! On making calls; The liar in bed; To bore or not to bore; Where toils the tailor; Shaving thoughts; Oh! the afternoon tea! (Atlantic Monthly Press, Boston, \$1.00)

TAKE me away," said Thomas Carlyle at a dinner-table where one of the diners had been monologuing to the extreme limit of boredom, "and put me in a room by myself and give me a pipe of tobacco!"

Many of us have felt this emotion; and some realize that we have occasioned it. The nice consideration for the happiness of others which marks a gentleman may even make him particularly susceptible to this haunting apprehension. Carlyle defined the feeling when he said, "To sit still and be pumped into is never an exhilarating process." But pumping is different. How often have I myself, my adieu seemingly done, my hat in my hand and my feet on the threshold, taken a fresh grip, hat or no hat, on the pump-handle, and set good-natured, Christian folk distressedly wondering if I would never stop! And how often have I afterward re-

called something strained and morbidly intent in their expressions, a glassiness of the staring eye and a starchiness in the smiling lip, that has made me suffer under my bed-cover and swear that next time I would depart like a sky-rocket.

The Bore Positive pumps; the Bore Negative compels pumping. Unlike Carlyle, he regards being pumped into as an exhilarating process; he sits tight and says nothing; he keeps his victim talking.

In the last analysis a bore bores because he keeps us from something more interesting than himself. Coleridge's Ancient Mariner, full of an unusual personal experience that the leisurely reader finds most horribly entertaining, bored the Wedding Guest because at that moment the wedding guest wanted to get to the wedding. But the Mariner was too engrossed in his own tale to notice this lack of interest, and so invariably is the Bore Positive: everything escapes him except his listener.

But no matter how well we know we are bored, none of us can be certain that he does not sometimes bore. On the very occasion when I have felt myself as entertaining as a three-ring circus, I may in effect have been as gay and chatty as a like number of tombstones. There are persons, for that matter, who are bored by circuses and delighted by tombstones. My mistake may have been to put all my conversational eggs in one basket—which, indeed, is a very good way to bore people.

Dynamo Doit, teaching you through his famous mail course, "How Not to

be a Bore," would probably write: "Do not try to exhaust your subject. You will only exhaust your audience. Never talk for more than three minutes on any topic. And remember that it is not so much what you say as the *way you say it* that will charm your listener. Speak plainly. Remember unless you are *heard* you cannot expect to interest."

The first virtue that we who do not wish to be bores must practice is abstemiousness of self. I know it is hard, but I do not mean total abstinence. A man who tried to converse without his I's would make but a blind stagger at it; he would become a Bore Negative of the most negative description. But one can at least curb the pronoun, and confine the personally conducted tour into and about Myself within reasonable limits. Let him say, "I will not talk about Myself for more than thirty minutes," then reduce it to twenty-five; then to twenty—and so on to the irreducible minimum; and he will be surprised to feel how his popularity increases with leaps and bounds at each reduction—provided, of course, that he finds anything else to talk about.

Your Complete Bore, however, is incapable of this treatment, for he does not know that he is a bore. There is, however, one infallible rule for not being a bore,—or at any rate for not

being much of a bore,—and that is, never to make a call, or to talk to a person, for more than fifteen minutes. But to apply this rule successfully one must become adept in the Fine Art of Going Away. You get up to go. Others get up—or, if there is but one other, she. But now that everybody is up, new subjects of conversation, as if rising with the rising infection, come up also. If you bore a person sitting down and wondering when you are going to get up, you bore far worse a person standing up and wondering when you will go away. That you have in effect started to go away—and not gone away—and yet must go away some time—and may go away at any time: this consciousness, to a person standing first on one tired foot and then on the other, rapidly becomes almost, but never quite, unendurable. Reason totters, but remains on the throne. One can almost lay down a law: *Two persons who do not part with kisses should part with haste.*

But the fifteen-minute call followed by the flying exit is at best an unsatisfactory solution, it is next door to always staying at home. Better far to come out of your cave, mingle, bore as little as may be—and thank Heaven that here and there you meet one whom you feel reasonably certain that you do not bore.

"Musical prescriptions"—by which one may be stimulated, revitalized and inspired.

Read the suggestive article, "Music—How It Affects Your Health," in The Reader's Digest for March.

# Is The Stage Too Vulgar?

Excerpts from an article by Arthur Hornblow, Editor of *The Theatre Magazine*

1. The commercialism of the stage.
2. The changed theatre audiences of today.
3. The lowered standard of taste.

**T**HERE is a vast, ceaseless output of crude, indecent, indifferently acted plays, lingerie farces and suggestive undraped musical comedies, which discredit their managers and degrade the people who patronize them. It is true, however, that some recent condemnations display narrowness and a hatred of all things theatrical, showing that the old Puritanical spirit, which at one period in our history succeeded in forbidding theatrical entertainment altogether, is still alive today. This in itself is significant, and managers would do well to take timely warning. Never as now has public opinion wielded such formidable power. Public opinion it was that enacted the Prohibition law. Let our purveyors of theatrical filth beware that the public, finally losing patience at their persistent indecencies, be not aroused against them, too.

Our stage is as it is today because the men who control it—with only few exceptions—are persons without culture or taste—men incapable of even comprehending idealism and the higher aspirations of humanity, with no love for the theatre as an art, mere commercial traders who happen to dispense nasty plays instead of vegetables, and having but one fixed objective in life—to make money.

The managers believe they are supplying a demand, which, of course, is

true. The demand unquestionably exists. The worth while plays—the brilliantly written drawing-room comedy, the charming play of sentiment is literally snowed under by an avalanche of silly, vacuous, salacious bed-room farces. For one clean play that wins favor, at least three suggestive pieces score a hit and settle down for a run. In the last analysis, therefore, who is to blame—manager, playwright or public?

Box-office figures point unmistakably to the public being the culprit. They prove that the salacious plays and indecent exhibitions of feminine nudity attract more patrons than clean plays. The only possible inference, therefore is that the majority of theatregoers prefer the former kind of stage entertainment.

2. The obvious remedy is to educate theatre audiences to appreciate a higher type of play. This is a difficult thing to do. The process would require several generations. Our theatre audiences have changed enormously in late years. The vast foreign element in the population, the great prosperity of the country, has brought to the theatre a new class, a creature of low mentality. He is only slightly educated—often not educated at all. He likes the theatre because it is a place of noise, lights and tinsel. The cruder and noisier the show the more he enjoys it.

This type of man wasn't found in first-class theatres thirty years ago. In those days, he was a frequenter of the cheaper halls and theatres in the Bowery. But today he has money, wears good clothes, smokes expensive cigars and the best show is none too good for him.

3. Watch the average man of this type during a performance—and the women, too, are just as bad. What most tickles his fancy? One of the stage characters bursts into a volley of profanity—a roar of approval. Suggestive lines—a broad grin. A vulgar action—a howl of delight.

It is a decadent age, in which the drama languishes in common with all the arts. The best books are not being written today, nor the best music being composed, nor the best canvases being painted. The malady is by no means peculiar to America. England and other European countries register the same complaint.

One critic says: "What is the life which the theatre reflects? The life which begins when healthy people are going to bed—the life of artificial emotions, of shady pleasures, of expensive idleness, of unreal friendships and sordid hospitality, the life which glitters and is second-rate. One wonders what people see in it—except suggestiveness under a pretence of art."

Theatre going is not the delightful, enjoyable, intellectual recreation it used to be and should be; not a source of invigorating beauty and joy, with inherent possibilities as a vital, educational and spiritual force.

## Hart of The World

*Extracts from Judge*  
**HEYWOOD BROWN**

Every evening, when dusk comes in the far West, little groups of men may be observed leaving the various ranch houses and setting out on horseback for the moving picture shows. They are cowboys and they are intent on seeing Bill Hart in Western stuff.

Although the cowboy who struts across the screen has no counterpart in real life, he will have a counterpart.

Young men from the cattle country, after much gazing at Hart, will begin to be like him. The styles which cowboys are to wear next year will be dictated in Hollywood.

It has generally been recognized that life has a trick of imitating literature. Germany had a fearful time after the publication of Goethe's "Werther" because striplings all over the place began to contract the habit of suicide simply through the influence of the book.

If authors and dramatists can do much with the limited public, think

of the potential power of the maker of films, who has his tens of thousands to every serf of the writing man. The films can make us a new people, and we rather think that they are doing it.

Fifteen years ago Americans were contemptuous of all Latin races because of their habit of talking with gestures. Watch an excited American today and you will find his gesticulations as sweeping as those of any Frenchman.

Lovemaking is going to have its renaissance from now on since the movies came into our lives. Douglas Fairbanks is in a sense a rival of every young man in America. Likewise no young woman can hope to touch the fancy of a male unless she is in some ways more fetching than Mary Pickford. In other words, place has been provided for lovers. For ten cents we can watch proposals being carried on by experts. Courtship will come to have a technique.

# Printing and Its Early Vicissitudes

Condensed from *The Living Age*

GEORGES RENARD

From *La Grande Revue*, Paris.

1. Think of antiquity when you knot your handkerchief.
2. Origin of "vellum;" ancient paper substitutes.
3. If books were copied by hand today.
4. Paper and printing centuries old in China.
5. When printers fled for their lives.

TO understand the importance of the printing press to civilization, it is enough to glance at the primitive means previously used to preserve the memory of things past, to allow living thought to circulate from one point to another. Everyone knows how, in ancient Peru, messages were transmitted by a system of cards, the knots and colors of which had a conventional meaning; and how, among other primitive peoples, bells made of different kinds of shells, or knots of one kind or another, served for means of silent communications. It is striking to observe that we still have reminiscences of these in the knot that we make in a handkerchief to repair lapses of memory.

It was a great step forward when, by such pictures as boys chalk on walls, a man tried to represent the events that he wished to perpetuate in his memory. When the artist set in line—one beside the other—a man, a sun, a house, a cow, a war-chariot, the succession as well as the attitude of the figures permitted him to explain a series of facts and ideas. Then a new step forward was made. The sign came to represent a sound; one passed from ideographic writing to phonetic writing. With some thirty signs it was possible to represent the principal articulations of a human word. The alphabet was probably used by the Phenicians, a commer-

cial people, who had need of keeping their accounts clear.

2. Men wrote on widely diverse materials: sun-baked bricks among the Assyrians; stone and bronze on which official inscriptions were carved; flat bones of cows, sheep, camels; bits of polished wood; tablets colored with wax; animals' hides dried and colored. The word *vellum* recalls the fact that a veal calf furnished the very choicest material for parchment-making.

During this time Egypt employed papyrus—a vegetable tissue so fine and flexible that we have kept the word *paper*. And before the Christian Era, outside the limits of the universe known to the ancients, China and Japan, countries which had outstripped Europe, understood how to make an excellent paper, either with rags or linen or cotton, or with the bark of certain trees, which were cultivated for the purpose, on which they were already printing newspapers and paper-money.

3. The book existed even then, in the form of strips written on one side only, twisted around a roll. During the Middle Ages, books became squares made up of leaves written on both sides, which were fastened together and placed between two sheets of wood, leather or metal. People even strengthened them with corners or strips of steel, and placed them on great turn-tables, where they took the trouble to chain them. Borrowers were a good deal more to be feared than thieves.

Copying a manuscript occupied several men for several months, and after this was over, one had merely a single copy. A certain book took twenty-one months of assiduous labor in the copying; and at that rate it would have taken 5250 years to make an edition of 3000 copies. Prices corresponded with the labor involved. The book, in consequence, was a luxury.

4. There was, as is usually the case, a series of progressive discoveries which made printing possible. One

was the modification of rag-paper. The perfection of wood-engraving was another. Engraved plates were used whose designs stood out in relief, and, when moistened with ink, could be transferred to the paper at a stroke. Such printing seems to have existed in Korea several centuries before the Christian Era, in Europe it was common in the first half of the fifteenth century.

But the decisive discoveries were the separation of the letters; the creation of movable characters, first in wood, then in metal; and the means of aligning them and of forcing them against the paper in a press, which was an imitation of the wine-press. The ancient Romans had already devised letters which they could use in teaching children to read; the people of antiquity had also made use of sheals which imprinted in wax a signature or an emblem; but these ingenious processes remained without any connection between them, neglected, if not useless, forerunners.

5. From the time of its first appearance, printing was greeted with cries of anger and of enthusiasm. It was cursed by the army of copyists and illuminators whom it ruined and all but condemned to death; but by the rest of the population it was praised as the art of arts—a marvel more divine than human.

The first printers were called sorcerers, and children of the devil. How could printed copies be produced with such incredible speed, and all exactly identical, without infernal aid? In some localities printers were compelled to flee for their lives.

Still longer and more serious was the struggle against the religious and political authorities. They did not

like anything which might undermine the solidity of their power. In every country, those who printed books, or sold them, were exposed to interdiction, persecution and the stake. Kings, statesmen and priests felt the menace of the art of printing. They subjected it to rules, censorship, and severe inflections.

In 1660 a governor in Virginia, in a report to King Charles II, of England, remarked that, thanks to God, he had in his colony neither free schools nor printing presses, and he expressed the hope that he would have none for three hundred years, since learning had brought into the world, rebellion and heresy with its innumerable sects, which the printing press had scattered everywhere.

Still others denounced the heaping-up of books, which encumbered the libraries with much rubbish, much stupidity, much useless information. These people were disgusted with licentious novels. They contended that even the discoveries of science furnished new and terrifying arms for war and crime; that printing scattered broadcast the formulas for explosives and asphyxiating gases, made itself the accomplice of assassins, of the incendiaries of cities, and of the destroyers of cathedrals.

Still others were especially struck by the vices of the daily press, which distorted the truth for party interest.

Printing is an instrument of indefinite progress, which can, without any doubt, be turned from its true and beneficent function, but which, properly guided, has produced and will still produce that which will cheer and guide men, that which will render them masters of nature and of themselves, juster, better, and happier.

# Northward the Course of Empire

*Extracts from World's Work*

**VILHJALMUR STEFANSSON**

A valuable series of articles on the Arctic by Mr. Stefansson is appearing in *World's Work*.

1. The northward march of civilization.
2. The North undervalued in all ages.
3. Canada once of less value than Guadeloupe.
4. "Seward's folly" in buying Alaska.
5. When North meets North on the Arctic.

**M**AN, as an animal, is indeed a tropical animal. But his fight upward in civilization has coincided in part at least with his march northward into cooler, clearer, more bracing air. "Westward the course of empire takes its way" has been true during the last few centuries. But it is equally indisputable and more significant (because it rests upon broader natural causes) that northward the course of civilization has been taking its way, not only through the long period of written history, but also through that far longer period, the records of which are the skeletons of the forerunners of men and of near-men.

Both commonly held theories of the origin of man agree on the geographic origin of man. Man as an animal by the nature of his body is unfit to flourish in any but a tropical climate. Even those who assert he was once hairy refrain from conceding that he had fur. Nor would the most thoroughgoing advocate of a meat diet pretend that he could flourish through hunting until after the invention of weapons and traps. He must have lived in a country not too cold for an unclad furless animal where vegetables and fruits could be found at all times of year to constitute either the main diet or at

least the bridges over necessary gaps in the meat supply.

Then came the inventions of fire and clothing for combating the cold, and of weapons for killing animals;—and the northward march of civilization commenced, and we do not know how far north it will continue.

2. Men at every period of history have been generally of the opinion that the ultimate limit of the northward spread of civilization had then at length been reached. The Greeks and Romans not only considered the people to the north of them inferior, but believed that that inferiority must continue, largely because of a supposed hostile climate of the lands to the north. In the Middle Ages the Moors in Spain were certain nothing much was to be expected of Britain and its people, because the foggy and chilly climate was inimical to a high development.

The undervaluation of the North in every period of history has rested on one ground—each civilization has had a common southern origin. The lands of the South have been the lands of known history, and their problems have been well understood. The Romans and Moors and we have known how deserts may be irrigated, but the problems of the North have never been understood, for they are not of the past but of the future.

It is human nature that we undervalue the distant and exaggerate the difficulties of the unknown. On the basis of distance and misinformation the North has always been supposed to be dreadful and devoid of resources. These judgements have always been wrong as proven by dozens of instances, although we shall adduce only two or three.

3. Sugar was not in 1763 a very important commodity, but its future significance was realized and sugar lands were among the chief bones of contention between France and England after the "French and Indian War." The British asked that the French turn over to them the island of Guadeloupe. To this the French replied



that Guadeloupe contained sugar plantations of great value to the citizens of France, and suggested they would much prefer to surrender Canada. To this the British replied that while Canada was larger than Guadeloupe, it was not good for much, and they much preferred Guadeloupe. After a prolonged deadlock, Benjamin Franklin suggested through a pamphlet that while Guadeloupe was more valuable than Canada it was a distant land, and if we allowed the power of France to develop at our very door there would be continual friction. Eventually the British accepted Canada, apparently for political reasons rather than economic. And now not one out of three readers of this article can find Guadeloupe without looking it up in the index of an encyclopedia.

4. During the Civil War the side which eventually triumphed had not been supported so consistently by any great European power as by Russia. The country was grateful to Russia and it became necessary to translate that gratitude into substantial terms. Many historians ascribe this as the reason for the Alaska Purchase for \$7,200,000. It was not till about 1900, when gold was discovered in Alaska, that politicians began to "point with pride" to Seward on the score of his purchase and I believe it was Franklin K. Lane who first among cabinet officials had a vision of Alaska's coming greatness. Later, after the discovery of gold, it was realized that there were deposits of copper more valuable than the gold, and coal mines of no less promise, and the forests are likely to become more valuable than either.

In 1918, the last year for which we have complete returns, there were

many resources of Alaska under cultivation, of which the fisheries were only one. Of the fisheries the salmon were only a part, of the salmon the sockeye variety was only one; and of the sockeye caught only a part was canned. Yet the part that was canned was sold for \$23,000,000, giving in one year a return more than three times the original purchase price of Alaska.

The salmon will soon be far exceeded in value by other food products of Alaska. Seattle is already being supplied by the market gardens of Alaska. And the estimates of the U. S. Department of Agriculture are that within 15 years the output of Alaskan reindeer meat at present prices per pound will be worth from \$45,000,000 to \$60,000,000 a year.

5. Spitsbergen, located 300 miles farther north than the north tip of Alaska, and Birmingham, Alabama are the only two known places where a large quantity of easily accessible hard coal is found in close proximity to large quantities of easily accessible iron ore of high grade. Yet in 1920 the British surrendered to Norway their political claims to Spitsbergen, and British coal men I talked with laid it all to pure ignorance, although the aggregate capitalization of British companies in Spitsbergen is said to be more than fifty millions. Britain had a stronger claim to the islands than any other nation.

We have not come to the northward limit of progress. There is no northern boundary beyond which productive enterprise cannot go till North meets North on the opposite shores of the Arctic Ocean as East has met West on the Pacific.

# Advertising and Public Health

*Condensed from Printers' Ink Monthly*

**ROYAL S. COPELAND, M. D.**

**Commissioner of Health, New York City**

Advertising has changed the way we dress, the things we eat, our beds, our ideas of ventilation, our routine of living, the very fixtures in our bathrooms. Advertising has contributed materially to the lengthening of human life.

**S**TATISTICS kept by New York's City Health Department show that since 1865 eleven years have been added to the average life of residents of the metropolis. When the Civil War ended, the average life of New Yorkers was forty-two years. Figures compiled for 1920 show that the average life is fifty-three years.

It is interesting to remember that this would not have been possible but for the tremendous aid that advertising in its different fields has afforded. I am not thinking now of advertising campaigns directed specifically toward that end, nor of the use of advertising in "safety first" drives nor in "clean-up" weeks. What I am thinking of is the indirect, insistent, persistent message that advertising—good advertising—has carried; advertising that has hammered its lesson home so skilfully, so often, in so many different forms that the individual has accepted it as his own knowledge.

We can realize the progress that has been made and the important part advertising has played in it only by recalling conditions as they were before the development of advertising, when sanitary plumbing, efficient

heating apparatus, etc., were found only in the homes of the wealthy, while only the well-to-do and well educated followed even the simplest rules of personal hygiene.

The basic idea that health itself is worth having and that we should regulate our lives with this in view, is, in one sense, a by-product of advertising, the result of the same message drilled into our minds in newspapers, magazines and on posters.

Advertising has preached the value of bodily well-being in regard to choice of food, care of teeth, cleanliness, etc. But it has done much more than that. It has changed the way we dress, the things we eat, our beds, our ideas of ventilation, our routine of living, the very fixtures in our bathrooms.

Consider for a moment only the last item. It is impossible to say how many lives have been saved merely by that one feature of advertising's health work. It has preached the value of sanitary plumbing fixtures as consistently and as intelligently as any health official—and to a wider field. It has sold plumbing fixtures, but along with them it has sold very effectively modern ideas and methods of sanitation.

In winter our homes are rendered warm and healthful by modern furnaces and heating apparatus, in summer they are cooled and circulation of the air is maintained by electric fans. Both the furnace and the electric fans are, to be sure, comforts,

but they have been put forward as valuable adjuncts to health, entirely apart from what they contribute to our enjoyment.

Hardwood floors, linoleum, matting, beds have all been presented with cleanliness as one of their strongest talking points.

Advertising has brought sanitary, easily cleaned utensils into the kitchen; it has lent powerful aid in the nursery, where have been introduced clean, dirt-proof and dust-proof floors, tiny electric fans, bottle-warmers, comfortable, healthful garments, electric heaters.

No discovery of modern medicine is more far-reaching than the lessons we learned only recently—that the teeth exert a tremendous influence over general bodily well-being. But if it were not for advertising this would be as little known to the lay public as is the principle of osmosis.

It is to advertising also that we owe the widespread recognition of the value of a well-balanced diet and of the way in which food values are determined with the calorie as a unit of measurement. Breakfast food manufacturers have reiterated the need of "roughage"; fruit growers have employed advertising to show the medicinal value of apples, oranges

and other fresh fruits; dairymen have educated the public to an appreciation of the value of milk as a food for adults, as well as for children, while the importance of vitamins is stressed by dealers of varied products.

Not only has the advertising of sporting goods served to popularize healthful outdoor sports, which play so important a part in our lives today, but in that way as well it has lent renewed impetus to sensible dressing.

An enormous impetus toward hygienic living was given when a certain underwear concern began its campaign for loose, porous undergarments that permitted bodily circulation.

Advertising has made us all conscious of the importance of our eyes and we have been taught the perils of constipation, the importance of fresh air, the value of personal cleanliness—and even how to care for the hair.

Time was when worthy publications permitted the advertisement of nostrums which conferred no benefit whatsoever and which even, in some cases, did positive injury. The service, however, rendered to the public health has far outweighed that past disservice.

Articles in The Reader's Digest are of enduring value. Each issue will be of equal interest a year hence as on the date of publication. No articles of purely momentary interest—every article a worth, while one, worthy of a permanent place in the storehouse of the mind.

# Don't Growl—Kick

*Digested from McClure's Magazine*

**JAMES H. COLLINS**

**How to complain effectively.  
A valuable talk on constructive criticism.**

1. At times it pays to complain.
2. How not to do it.
3. Making an effective complaint.
4. The changed attitude of corporations.

**A** DOZEN passengers boarded a New York surface car, presenting transfers. "Not good on this side," the conductor declared to each one. "You'd ought-a got on over on the other crossing. Fare, please!"

Each passenger growled, and some of them tried to argue; but the conductor listened only in amusement. "It's a rule of the company" was his retort. In the end they all paid another fare, and as the conductor took the money, triumphantly, it was clear that this rule afforded him much diversion—he liked to watch its infallible workings.

One of those passengers wrote to the Public Service Commission the next day asking why a mere difference in sides of a street made transfers worthless at that crossing. The facts were set down without anger. A couple of weeks later the Commission wrote that the street-car company had modified its rule, making transfers good on both sides of that street.

Nobody knows how long people had been growling about that rule, yet doing nothing further. The Public Service Commission had never had a

complaint before, and the street-car company was probably astonished to learn that its rule, made originally for some sound traffic reason, was not giving the public pleasure.

2. Talk with anybody in the management of a business that serves the public, and you will find that the average American will growl, but seldom complains when something is wrong in his daily life. He will likely argue with a ticket-seller, or a meter-reader, or a city employee. They have no authority to set things right. But he will not go to the trouble of sending an orderly complaint to officials, with names, dates, facts. Least of all does he suspect that he owes a duty to the community in such matters.

Sometimes he holds his anger long enough to write to the newspapers. He tattles to them. If something goes wrong he tells the editor about it, relieving his feelings by vague scolding. His letter gives no names, dates or facts upon which anybody anxious to set matters right could act.

3. An editor could not get to sleep in his New York apartment because some fellow across the area was busy hammering at a night job of home carpentry. In desperation he telephoned to the police with very little hope of relief. To his astonishment the police were interested, and thanked him. Within a few minutes a patrolman appeared and told the disturber he was violating a city ordinance, forbidding unnecessary noise after a certain hour at night.

It really pays to stop growling, and kick!

But before kicking, get all the facts. Just assume that you were going to be called into court, and have facts upon which you can testify. Then the next best step is—forget to grow angry. Most of the irritation over such happenings comes from your own assumption that it will not be much use to complain, that corporations are soulless and greedy, public officials indifferent, that nobody will do anything about it anyway.

As affairs are run nowadays, this is a false assumption. Corporations really have souls, public officials actually try to serve, the system is much better than the average fellow knows, and somebody is probably waiting to attend him in this very matter.

Just assume that Mr. Somebody is waiting, even though you send your complaint to the company. For, tomorrow you may receive a call from him, and find him a regular human being, and you would certainly be very sorry if you had written him a pert letter, reflecting on his ability or honesty.

When you are ready to write your letter, it is good policy, if nothing else, to be courteous—even a little smooth! Say that you believe the company is trying to give good ser-

vice. Say you realize that there are many chances every day for details to go wrong in a big business, and that you believe they will be glad to hear of your experience, and have an opportunity to improve the service.

A letter like that will bring better results than a sarcastic one. Ten or fifteen years ago there was real indifference in the matter of complaints on the part of many corporations. But the corporations have paid for their sins in state regulation, ill-will, hostility. Today they are anxious to be good. Indifference to complaints was largely poor organization, anyway. Now they are organized to handle trouble. The dissatisfied customer, formerly a nuisance, has been turned into an asset. When he learns how fair a corporation can be, he tells others. The corporations are not only working hard to create goodwill through courteous handling of complaints but today often inform the whole public about their methods, thus forestalling unfounded complaints.

It pays to kick!

Americans suffer silently, in the belief that an individual stands no chance of being heard by a corporation.

Editors aren't the only ones who have to interest people. Preachers have to, teachers have to, salesmen have to, theatrical and moving picture managers have to, nearly everybody has to—in order to get along.

The views of Lord Northcliffe, Arthur Brisbane and the Editor of the American Magazine, on the subject, "What Interests People," will appear in condensed form in the March issue of *The Reader's Digest*.

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